

CASE STUDY

Display PMP Campaign

for a Leading Contemporary Fashion Brand



INTRODUCTION:

In the contemporary fashion world, a brand uniquely bridges urban aesthetics and outdoor functionality. With a diverse product range that includes summer essentials, hiking gear, motorcycle collections, and a unique optics line, the brand is known for its unwavering commitment to quality and protection. Their notable collaboration for a travel-inspired timepiece further highlights their innovative approach. With a strong online presence and physical stores in key cities, they've strategically positioned themselves as a go-to for individuals seeking both style and practicality. In a successful partnership with the marketing agency Cybba, they launched a comprehensive, strategic campaign.

OBJECTIVE:

To drive brand awareness and engagement across a niche audience segment frequenting blue-chip publications such as Business Insider, Esquire, GQ, Men's Health, Men's Journal, and WSJ, and to re-engage previous visitors through targeted retargeting efforts.

BUSINESS INSIDER Esquire GQ Men's Health WSJ MEN'S JOURNAL

STRATEGY:

- 1. Diverse Placement Types:** Utilize a mix of traditional display banners, native ads, and online video placements for broad reach and higher engagement.
- 2. Targeted Publications:** Concentrate on blue-chip publications known for their affluent and discerning readership.
- 3. Retargeting Efforts:** Re-engage users who had previously interacted with the brand, especially during promotional events or sales.

SUMMARY:

The brand's strategic approach to targeting blue-chip publications ensured high visibility among a premium audience. Both retargeting and prospecting campaigns achieved a consistent 0.5% Page Land Rate. The campaign's profitability is evident with a ROAS of 2.84, and the average value of transactions driven by the campaign stands at an impressive \$455.75. With a CTR of 0.23%, the campaign effectively engaged its target audience. The collaboration with Cybba played a crucial role in the campaign's execution, contributing to its overall success and showcasing the brand's commitment to quality and innovation.

CAMPAIGN HIGHLIGHTS:

- 1. Seasonal Sales:** The brand capitalized on key shopping seasons, with campaigns tailored for Black Friday, Summer, Winter, and Easter sales.
- 2. Event-Based Promotions:** The brand also tapped into specific events and holidays, launching campaigns for New Year's, Valentine's Day, and Halloween.
- 3. Product Launches:** The Spring and Fall collection launches were significant events, with dedicated campaigns to drive interest and sales.
- 4. Targeted Sales:** A specialized "Back to School" campaign was executed, targeting a younger demographic.

PERFORMANCE METRICS:

Retargeting Campaign:

\$2.00 **\$60k+** **0.5%**
CPLPV* Total Spend Page Land Rate**

Prospecting Campaign:

\$8.94 **\$92k+** **0.5%**
CPLPV* Total Spend Page Land Rate**

Overall Campaign Metrics:

\$2.84 **\$455** **0.23%**
ROAS AOV Click Through Rate

*Average Cost Per Page Land
**Based on impressions