



Zalando Partner
Marketing Services ×
DK Company
MY ESSENTIAL WARDROBE

Challenge: amplifying the effect of Sponsored Collections



MY ESSENTIAL WARDROBE is an up and coming women's fashion brand on Zalando and part of the Danish multi-brand company DK Company, which is one of the largest companies in Denmark within the fashion business. The brand focuses on classic women's silhouettes to help women build their own essential wardrobe.

ZMS partnered with MY ESSENTIAL WARDROBE in order to understand the ability of the Sponsored Collections offering to drive Zalando customer consideration with the brand.

Objectives

- Measuring the impact of the new Sponsored Collections offering
- Guide customers towards making informed decisions by providing detailed information and opinion-influencing content

Solution: the incrementality lift study



An incrementality lift study is considered the industry “gold standard” in marketing effectiveness measurement. In a lift study, Zalando customers are randomized into two groups. The first group is allowed to see the campaign as usual, whereas the second group, which should normally see the ad, is not allowed to it.

By comparing these two groups, we capture the normal organic baseline of a brand in addition to incremental uplift directly caused by the campaign. This measurement set-up allowed ZMS to measure the campaign’s exact impact on Zalando customer consideration and broader customer behavior.

Solution: Collection Teaser (Homepage)



As part of the incrementality luft study, we launched a campaign on the Zalando Homepage.

The Collection Teaser (Homepage) is an essential part of the Sponsored Collections offering, allowing prime visibility on the homepage to showcase the brand's creative story while highlighting specific SKUs in a carousel.

The campaign linked to the catalog page of MY ESSENTIAL WARDROBE and showcased their full assortment.

Results: overall

67%

Uplift un PDP views

354%

Uplift in brand followers

72%

Uplift in add to wishlist

51%

Uplift in add to cart

By utilizing a Collection Teaser (Homepage), part of ZMS' Sponsored Collections offering, MY ESSENTIAL WARDROBE was able to drive strong and statistically significant* uplift in all measures of Zalando user consideration.

Results: SKUs

212%

Uplift in PDP views

204%

Uplift in add to wishlist

133%

Uplift in add to cart

Next to the uplift across the entire brand, we also saw specifically large uplifts for the SKUs highlighted within the carousel.