

See how it's done  
Consideration

**ZMS x DK Company**  
MY ESSENTIAL WARDROBE



MY  
ESSENTIAL  
WARDROBE

ZMS

# Challenge: Amplifying the effect of ZMS 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.

## Main 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 see 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: Homepage Collection Teaser

As part of the incrementality luft study, we launched a **Homepage Collection Teaser** campaign.

The Home Collection Teaser 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

By utilizing a Home Collection Teaser, 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.

**67%**

**Uplift in  
PDP Views**

**354%**

**Uplift in  
Brand Followers**

**72%**

**Uplift in  
Add to Wishlist**

**51%**

**Uplift in  
Add to Cart**

# Results SKUs

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

**212%**

**Uplift in  
PDP Views**

**204%**

**Uplift in  
Add to Wishlist**

**133%**

**Uplift in  
Add to Cart**