



Zalando Partner  
Marketing Services ×  
BESTSELLER

VERO MODA

# Challenge: amplifying the effect of Sponsored Collections



Vero Moda is the first fashion label from BESTSELLER and one of the most well-known fashion brands on European shopping streets. They strive to capture the essence of everyday moments with authentic, fun-loving, and honest designs that appeal to every generation. Their customers are not defined by their age, but rather by their lifestyle.

ZMS partnered with Vero Moda in order to better understand the impact our Sponsored Collections Offering has on Zalando user behavior with the brand. ZMS specifically focused on the “Consideration” funnel stage, where users are engaging with the brand assortment, collecting information about specific items.

## Objectives

- Strengthen brand positioning in the fashion-sport landscape as an active, inclusive and cool brand
- Promote a collection exclusively designed for Zalando that gives a new spin to the brand’s DNA

# 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: Collection Teaser (Catalog)



As part of the incrementality lift study, Vero Moda invested in a Collection Teaser (Catalog), which is part of ZMS' new Sponsored Collections Offering.

The Collection Teaser (Catalog) connects Zalando users browsing in a particular Category to a relevant brand, by showcasing creatives and items from the brand in a prominent banner. The Teaser links to a brand-specific Catalog page that highlights the brand's full assortment.

Vero Moda was able to encourage Zalando users to not only engage with their product assortment but also purchase items.

# Results: overall

3%

Uplift in PDP views

4.43%

Uplift in Add to Wishlist

4.16%

Uplift in Add to cart

3.09%

Uplift in sold items

By investing in the Collection Teaser (Catalog), Vero Moda's campaign drove a statistically significant\* uplift in the Consideration funnel stage as well as the Conversion funnel stage.