

FASHION CAMPAIGN SHOWCASE



CATEGORY

Fashion

CLIENT

A Hong Kong multi-brand fashion retailer

CAMPAIGN BRIEF

The fashion retailer launched a summer wear marketing campaign to drive more sales from existing customers while acquiring new customers.

THE OBJECTIVES WERE TO:

- Identify high-spending customers from its customer base
- Find more prospects that are alike to these high-spending customers

CAMPAIGN STRATEGY

First to create a group of audience profiles by identifying visitors who look into summer wear stories from the retailer's online blog and match those visitors with **proprietary offline spending power index**.

Furthermore to create a prospective customers by finding more alike audience with similar profiles based on residential location data.

CAMPAIGN SUCCESS

Through retargeting existing customers the campaign generated a click through rate of **4.2%**. Client also found a **135%** increase in its customer base and acquired new leads.

Inquiry: info@hot-mob.com