

MISS SELFRIDGE CASE STUDY

How we delivered a 47% new customer rate for Miss Selfridge

Miss Selfridge









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WHAT WAS THE BRIEF?

Miss Selfridge wanted to:

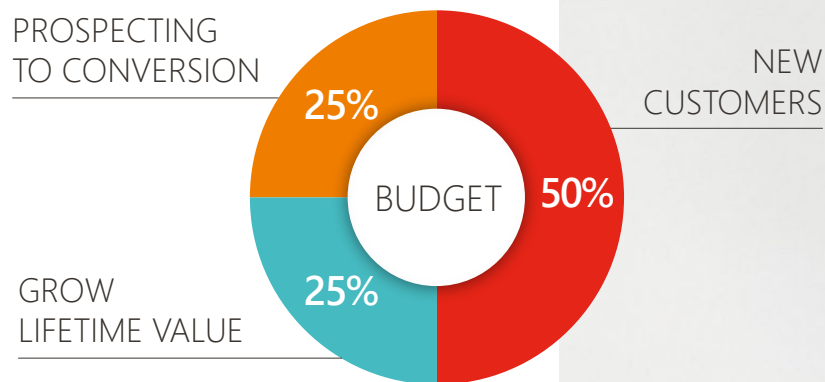
-  Achieve a new customer rate of over 40% through the display channel
-  Understand true incrementality of display
-  Leverage a single partner for all their display activity
-  Align their display activity with a fast-moving marketing and trade calendar keeping it current with daily initiatives

WHAT DID WE DO?

From the start our creative planning was aligned to Miss Selfridge's trade plan. With a very active trade calendar it was important that display was fully aligned with offline and online activity. The messaging and supporting creative assets were changed daily to reflect events like Black Friday and Cyber Monday in the run up to Christmas.

Using our lifecycle marketing display strategy, we found new customers, moved prospectors to conversion, and grew customer lifetime value. Our campaign was creative led, but data driven, and designed specifically to find completely new customers and increase existing customer lifetime value.

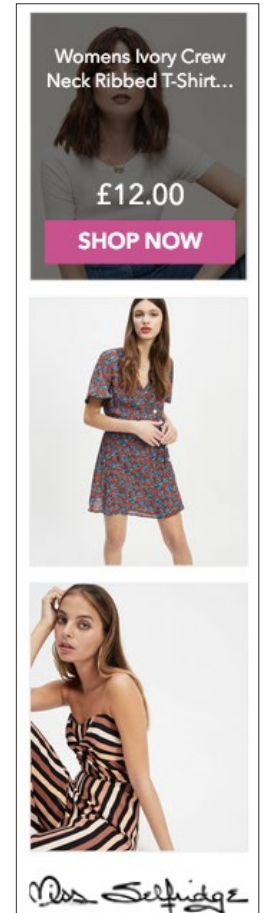
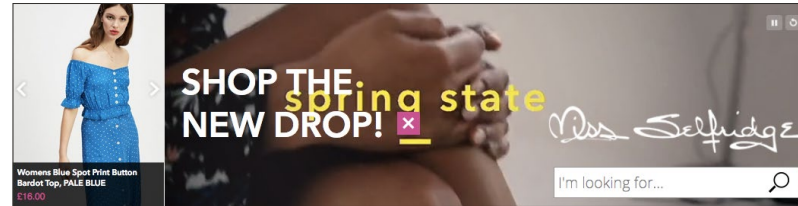
To maximise the ROI between finding new customers and prospecting them to conversion, the budget was carefully split between new customers (50%) and prospecting to conversion (25%) and grow lifetime value (25%).



To fully calculate incrementality, we also delivered a 10% control group. This was a subset of all the audience intelligence and investment intelligence, but instead of leveraging the creative intelligence we served them a blank ad. This was proven as statistically significant by a two-tailed test.

Incremental ROI should never be employed as a measure just on its own, as this can be unnecessarily inflated by focusing budget on just re-targeting. Using a tried and tested transparent lifecycle framework, publisher relationships and managed creative services we were able to deliver focus on driving New Customer Rate (NCR) alongside incremental ROI.

The team at Miss Selfridge were highly engaged throughout the campaign, and refreshed creative with key calls to action which supported our targeting strategies and helped drive more engagement.



WHAT WERE THE RESULTS?

47%

We delivered a new customer rate of 47% (checked against a lifetime customer file).

£

We generated £307k of revenue at an increasing ROI of nearly 4:1.



The cost per order was £14.18, across new and existing customers.



The display channel performs better in terms of new customer rate and incremental ROI than non-branded search and PPC activity

The control group confirmed the incrementality of results above.

WHAT DID WE LEARN?

Data driven creative drives results. We are able to A/B test many different types of asset (video and imagery), message, call to action and product focus combinations.

Publisher outreach worked well for Miss Selfridge. Not only were we able to secure premium inventory, but we were also able to deliver positive PR coverage to support the engaging ads.

Billboard video performed particularly well (4.2% EGR vs 3% benchmark, and 0.16% CTR vs 0.15% benchmark). Stand out new customer PMPs were Hello Mag and Mail Online.

Conversions from our activity for new customers peaked between 8pm-11pm, so we initiated a custom bidding strategy that became more aggressive during these hours to maximise performance leveraging our algorithmic approach to winning the right inventory.

There was no surprise that the top three audiences were:



SHOPPING



ENTERTAINMENT



FASHION
GROOMING
& BEAUTY

WHAT WAS THE CLIENT'S REACTION?

Miss Selfridge were thrilled at the results – especially as our display campaign was outperforming PPC in terms of ROI.

They also conducted a deep analysis on our results to ascertain whether incrementality was statistically significant or not, and proved that we statistically delivered incrementality.

As a result Miss Selfridge decided to continue working with us after the six-week trial.



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Here's what they said about working with us:

We chose Crimtan in our RFI process for best-in-class creative including video. It is rare to find such an engaged partner that allows us the luxury to fully align our marketing and trade plan through display.

They combine the best bits of audience segmentation and the right message in the right format to the right person.

They have surpassed our initial expectations to find new customers achieving a better new customer rate than either search or social. They are now part of the team, and their managed services mean that we can focus on our core message and know that we have someone delivering that through display.

CHRIS RODGER
HEAD OF DIGITAL

