



COTTON:ON

CASE STUDY



OBJECTIVE

The initial objective of the CottonON Retail campaign was to generate 3000 online sales between July 2018 and October 2018 (1000 sales p/m.)



The ideal plan was to allow Cotton On to pay for the acquisition in the first instance, drive them through to the database and have repeat purchases come through their free channels which are email and organic.

EXECUTION

In July, We planned to find the audience online using an Affiliate network-wide approach and then refine the target audience as more data became available from sales generated and the "ideal customer" profile gathered from Cotton On's historical data. We ended July on 218 sales.

With this base point, we were able to recruit existing publishers running shopping & fashion sites. With both local and international traffic. Our publishers then used a combination of Affinity database mailing, Web Display, and XML Feed marketing.





RESULTS

The campaign reached 130,294, Clicks through desktop display, mobile and video. The campaign reached nearly half a million impressions that yielded over 3000 sales... & counting.

The initial campaign objective had been reached and Cotton On had a healthy ROI due to a low-risk-sharing model that allowed them to only pay for actual, valid sales (i.e. revenue share of basket value).

JULY

218 sales *

AUGUST

1206 sales **

SEPTEMBER

1334 sales

OCTOBER

1538 sales

* (base point established)

** (453% Increase from base point in 1st month)