

Data Driven Fashion

Using multiple data sources to improve paid social ROI

Challenge

Independent brand research puts Topman at the top of the field, with the strongest brand awareness in market and more store visits than any competitor. However, in 2014 online sales growth did not reflect their high street position.

There is little growth overall in the market, as well as strong competition from established brands and new entrants, and at the beginning of this campaign they had a paid social media strategy which was not delivering results. With this in mind, Topman needed a performance focused solution to grow online sales.

Solution

Maxus Performance collaboratively worked with Topman to build an online sales growth strategy focused around the wide range of data points that we had access to. The strategy brought together Topman's social media channels, first-party customer data, website user data, native demographic data from Facebook's partners, third-party data from Facebook's partners, and an ever changing product feed containing over 5,000 products, into a single effective solution.

Not only did this drive a massive increase in performance, we were also able to react very quickly when Facebook rolled out their Dynamic Product Ads solution, enabling Topman to be the first UK fashion company to use the format.

Results

Ultimately the granular solution connected the right products to the right person at the right time, at scale and across all devices. The campaign delivered an immediate shift in ROI, with **April and May alone achieving double the sales delivered in Q1 of 2015.**

The results continued to improve over the course of 2015 and into 2016 as we optimised the setup, with **ROI increasing by a staggering 400%** compared to the start of the campaign.

TOPMAN

maxus
Performance