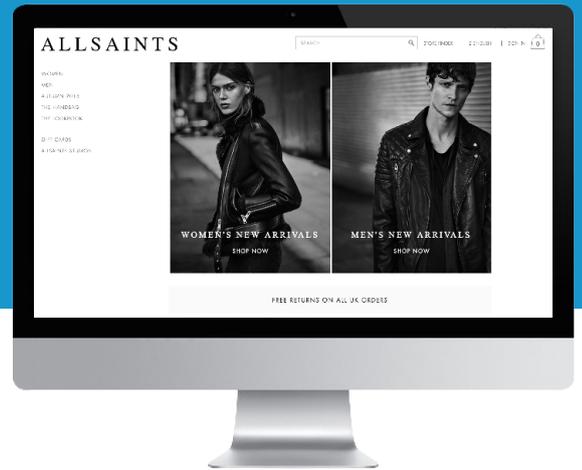


CASE STUDY:

# AllSaints

Leading Fashion Retailer Boosts Acquisition and Conversion with Full-Funnel Programmatic Advertising



## ALLSAINTS

*“AllSaints operates an extremely well-optimised digital marketing strategy and is thus well acquainted with the merits of lower-funnel programmatic marketing. However, we wanted to take our programmatic strategy a step further by covering the full length of the customer journey. To demonstrate value with upper-funnel activity, we set Sociomantic Labs to the task with prospecting campaigns and measured success based on how engaged and qualified the new-to-site users were. Since launching, Sociomantic’s prospecting campaigns referred the highest number of new-user display traffic to AllSaints sites in the UK and the US, 96.5% and 91% respectively. Further down the funnel, Sociomantic’s data-driven approach delivered higher engagement rates from existing and recent customers.*

*“Through deep integrations with our own first-party data sources, we now can micro-target customers based on numerous signals of user intent and propensity—the envy of many other brands’ display marketing programmes.”*

Rav Dhaliwal

Global Head of Digital Marketing, AllSaints



### THE GOAL



Global fashion retailer AllSaints had generated positive results with using programmatic for retargeting (lower-funnel marketing), and therefore decided to trial using programmatic to reach users across the full scope of the purchase funnel. In March 2015, AllSaints appointed Sociomantic Labs as its full-funnel programmatic display partner in the UK and US.

Sociomantic was tasked with **driving user engagement, new client acquisition** and **existing customer loyalty**; furthermore, Sociomantic was asked to provide insights on incrementality in order to prove out the value of the integrated full-funnel approach.

### FULL-FUNNEL PROGRAMMATIC ADVERTISING

In order to produce the desired actions from prospects and customers, and to help move users through the stages of the funnel from prospect to loyal customer, AllSaints and Sociomantic segmented users based on three stage-specific campaign strategies:

**1) Prospecting:** driving engagement (clicks) from qualified, new-to-site users in order to increase AllSaints’ website traffic

**2) New Customer Acquisition:** driving first-time conversions from website visitors who were not already existing customers

**3) Building Loyalty:** identifying and re-engaging with existing customers who had purchased within three months, as well as reactivating customers who were dormant in the past three months, but had purchase in the three months prior to that.

### FILLING THE UPPER-FUNNEL WITH QUALIFIED TRAFFIC

AllSaints wanted to focus on driving upper-funnel activity through prospecting campaigns with Sociomantic. These campaigns made it possible for the retailer to engage with qualified new users early in the consideration stage. This is of course valuable for supplying qualified website traffic from users who can then be moved closer to the point of conversion through a combination of programmatic display and other channels.

AllSaints understood that the success of prospecting campaigns should be measured not by conversions—as one would measure lower-funnel or loyalty campaigns—but rather against indicators of engagement from users who had previously never visited

the AllSaints site. **Therefore, the prospecting measures included the following:**

- Percentage of new sessions referred by Sociomantic
- Average bounce rate of this traffic
- Average number of pages per session
- Average session duration for these prospects

Compared to site averages, these metrics—pulled primarily from AllSaints’ web analytics tool—demonstrated that the **Sociomantic prospecting campaigns were highly effective in driving engagement with qualified new-to-site users** to AllSaints’ online shop.

THE RESULTS

In the first six months, AllSaints achieved the following results:

- Sociomantic prospecting campaigns referred the highest number of new users to the site of any display partner: **96.5% of its total 'new user' display traffic in the UK, and 91% in the US.**
- In the UK, Sociomantic prospecting campaigns referred visitors with **much higher average session duration** than the site average—even greater than direct-to-site traffic. AllSaints' targets for bounce rate and pages-per-session were also achieved.
- In the US, Sociomantic prospecting campaigns achieved a **lower bounce rate** than even direct-to-site traffic, and a **higher average number of pages-per-visit.**

Remarkably, AllSaint's lower-funnel campaigns with Sociomantic demonstrated similar results. For example, in the first month of the US campaign:

- Existing customers also exhibited **much higher engagement rates** than any other channel.
- Recent customers (those who had purchased 0-3 months prior) showed an **extremely high average of 14 pages-per-session, as well as a 23-minute average session duration.**



UNDERSTANDING CONTRIBUTIONS BEYOND 'LAST-CLICK'



Even with these great results, AllSaints and Sociomantic wanted to dig deeper to better assess Sociomantic's contribution throughout the funnel.

The customer journey has many touchpoints prior to conversion—not only programmatic display—and both AllSaints and Sociomantic recognised that the total contribution of Sociomantic campaigns may not be accurately reflected in the last-click conversion reporting used by AllSaints' analytics tool, which only attributes credit for a sale to the last click prior to conversion.

To get a better understanding of Sociomantic's contribution, AllSaints and Sociomantic examined:

- Sales in which Sociomantic campaigns provided an 'assisting click'
- Which channels contributed to conversions which required multiple touchpoints
- Where in the path to purchase those channels were positioned relative to the conversion

The results revealed a large degree of influence by Sociomantic in the upper- to mid-funnel:

- In the UK, Sociomantic was the largest source of first visits to AllSaints in cases where it provided an 'assisting click,' when another channel achieved the last click—even more than direct-to-site visits
- Sociomantic campaigns also delivered the second-

highest number of second- and third-visit users

- In the majority of cases, where Sociomantic provided the first visit to AllSaints, the conversion was achieved by the user returning direct-to-site

This demonstrated that the Sociomantic campaigns were extremely effective in introducing highly qualified new customers to AllSaints, so that no other paid channel was needed to assist conversion in the majority of cases.

When this analysis was repeated on the Sociomantic US campaigns, a similar story emerged.

- Sociomantic demonstrated a large degree of influence in the upper funnel: the majority of assisting clicks delivered by Sociomantic campaigns resulted in either the first or second visit to AllSaints in the path to purchase.
- On average, the customer path to purchase in the US involved more touchpoints and more channels in each journey, but Sociomantic provided first-visit assisting clicks for conversions which achieved a last-lick from affiliate, email, and paid search channels

When looking at upper-funnel success, it is critical to note that with a purely last-click measurement model, these valuable contributions would not have been recognised.

LOOKING AHEAD

Further analysis undertaken after six months of working with Sociomantic has started to reveal that Sociomantic's prospecting visitors are more responsive at key times of year for the retailer.

Multi-channel click paths with much greater lengths—for example, when a Sociomantic campaign introduced users to AllSaints during the summer months—began to mature to conversions via other channels during peak and sale periods later in the year.

Overall, in the six months since launch, Sociomantic demonstrated:

- Increase in post-click sales of **494% in the UK and 366% in the US**
- A fall in the eCPA of **63% in the UK and 29% in the US**
- An increase in the ROI of **150% in the UK and 20% in the US**

This gave AllSaints the confidence to greatly increase budgets in its work with Sociomantic. Investment in UK campaigns more than doubled in the six months since launch in the UK, and in the US campaign spend increased by 230% over the same period.

ABOUT SOCIOMANTIC

Sociomantic Labs, a dunhumby company, provides programmatic display advertising solutions for online, mobile and social. The company's proprietary Streaming CRM™ technology allows the world's leading advertisers to harness the value of their CRM and other first-party data assets to deliver individually personalised, dynamic ads for the full funnel. This results in broader reach, more new customers and increased loyalty of existing customers.

Sociomantic has been profitable since its founding in Berlin in 2009 and has grown organically to more than 250 employees serving over 70 markets across six continents today.

