

MASAI

ADLICIOUS CASE STUDY

MASAI QUADRUPLES NEW CUSTOMER ACQUISITION IN UK WITH ADLICIOUS DISPLAY PROSPECTING

ABOUT MASAI

Masai Clothing Company designs and markets clothing for women who prefer a colorful, relaxed and individual style. The brand uses a variety of flattering silhouettes in a mixture of high quality fabrics to create a unique look. The clothes are sold in more than 1000 stores in 25 countries.

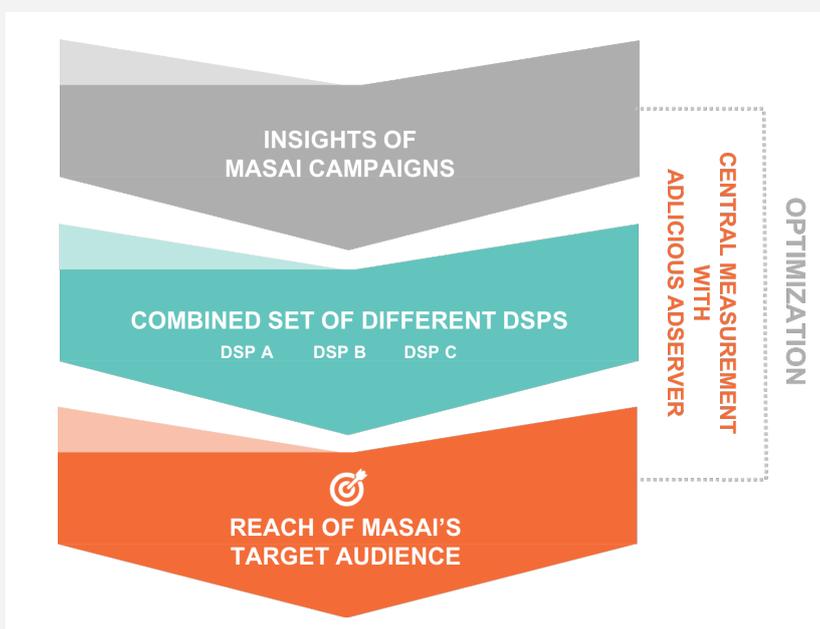
MARKETING CHALLENGE

After a successful e-commerce launch and development in Denmark and Sweden, adlicious was tasked to strengthen the Masai brand and generate higher revenue online in the UK market, through programmatic prospecting with display ads.

This market was new in regards to the Masai webshop and had previously been grown mostly organically, capitalizing on pull advertising. Due to the sophistication of Masai's target audience it was required that adlicious' push advertising would not be conceived as intrusive, while demonstrating both efficiency and effectiveness in scaling the business.



CAMPAIGN SETUP



Applying campaign learnings from the countries Denmark and Sweden, adlicious combined a set of different DSPs to meet the unique requirements of the Masai brand and its target audiences in the UK market.

Based on in-depth analysis of the user behavior, Masai and adlicious set the KPIs for a combined branding and performance campaign, which took key factors like timelag-to-conversion into account, especially on the branding part of the campaign.

These key factors were measured and steered against in the adlicious' ad-server, which acted as a central measurement against the display prospecting activities across the countries. Meeting Masai's requirements in addressing their target audience with a high net reach and an appropriate contact dose, a tight frequency capping was applied.

A large variety of different creatives were used in the campaign and, together with a granular set of applicable targeting segments, allowed for realizing optimization measures over the course of the campaign.

RESULTS & CONCLUSION

The approach was successful in developing the brand in UK: the number of new online customers measured by Masai's on-site analytics in UK went up significantly by 373% within six months.

Given that prospecting (i.e. new customer acquisition) is one of the most demanding advertising tactics, it is remarkable that the effectiveness of the newly introduced push campaign met the previous (pull-based) values while the average order value remained stable.

Furthermore, the setup & optimization applied by adlicious were able to drive scalability for Masai in the respective markets: **The number of conversions increased by around 70%**, scaling the overall revenue, laying the foundation of an ongoing successful international cooperation between the partners.



+373%

Increase in new customers in comparison to last year



+70%

Increase in conversions

// Building on the well-thought-out prospecting set-up in the established markets, it seemed only logical to extend our cooperation with adlicious to further important regions for Masai, to support our continued international growth.

Building on their data-driven culture as new customer marketing experts, they have proven to understand and deliver against both - our sophisticated target audience and the KPIs we are striving for exceptionally well".

Anne Schmidt, Masai

Want to run successful campaigns as well?
Get in touch today!



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