zalando

ZALANDO ^ FLATLAY

Case Study

STRATEGY

- Deploy a native social commerce experience across the Zalando portal inspiring visitors with aspirational creators
- Partnering with stylishly relatable young adults in the EU ages 18-34 resonating with the target demographic
- Goal was to create an organically driven social commerce experience for 'Get the Look' to promote Zalando carried brands

GEOGRAPHIC TARGET

Germany   Austria   Switzerland

CONTENT DRIVEN COMMERCE

CONTENT SOURCING

- Delivered a network of creators granting 10,000 images for content use & distribution rights
- Producing 300 lifestyle images digitally tagged with shoppable products to be set live within 31 days
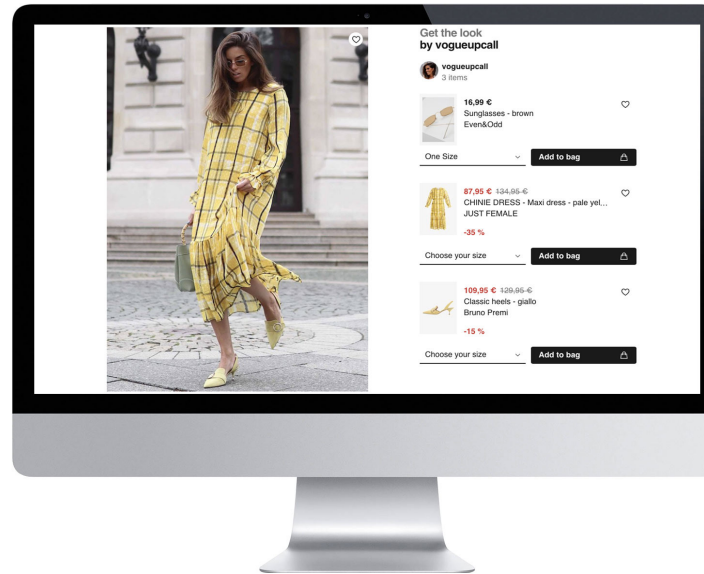- Effectively powering the segment with 120 pairings

CONTENT AUTO-TAGGING

- Using direct API access to Zalando data feed
- Auto-Match™ product SKU's to images
- Auto-Swap™ sold out SKU's to similar items in stock
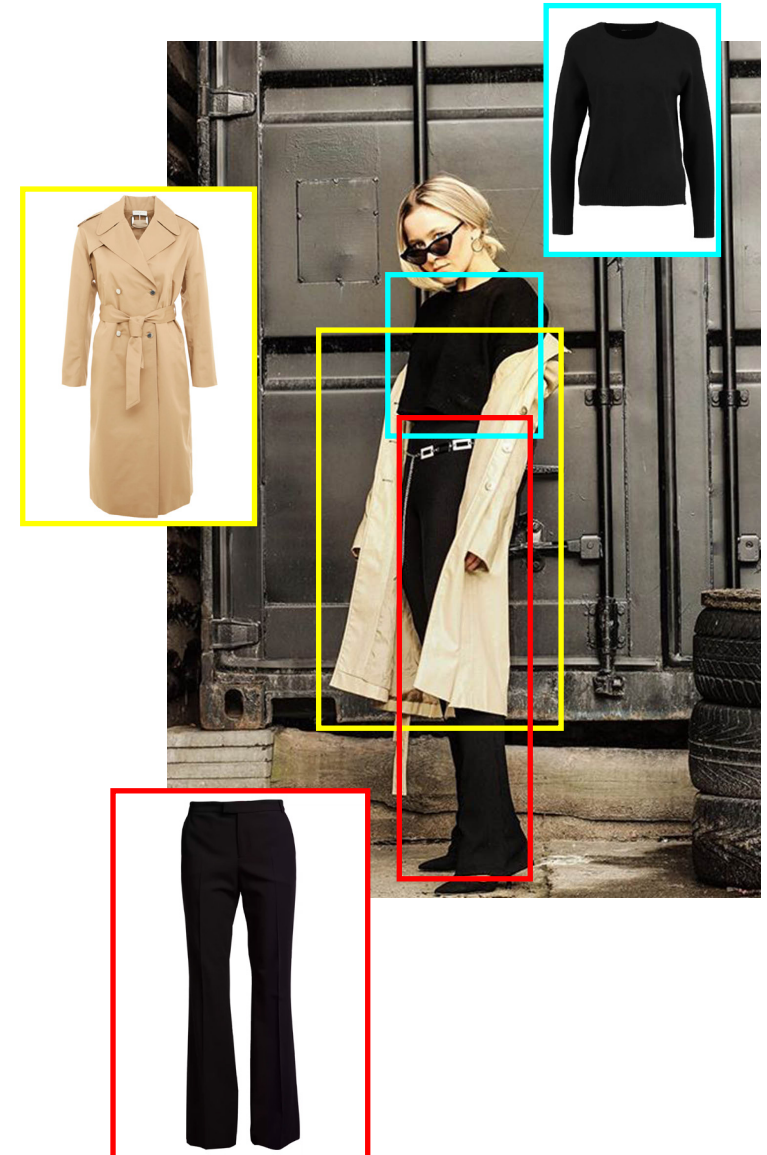
PERFORMANCE

+300% in Gross Merchandise Value on basket conversion compared to standard in-house studio shoots.

300 images - 31 days

29,877,741	283,487	€105,377	€8,167	€2,058
TOTAL OUTFIT VIEWS	**TOTAL CLICKS**	**TOTAL PRODUCTS ADDED TO WISHLIST**	**TOTAL ADD TO BASKETS**	**DAILY AVERAGE PRODUCT REVENUE**

SUMMARY

- Streamlined and automated content sourcing and computer vision tagging
- Increased promotion of Zalando carried brands through API driven SKU matching and updating
- Enhanced customer experience through customer centric content
- Created a cost effective model driving conversions and revenue

61% BASKET PURCHASE CONVERSION RATE
6% PERCENTAGE OF ITEMS ADDED TO BASKED AFTER BEING CLICKED

€50 AVERAGE PER PURCHASE
€63,824 TOTAL PRODUCT REVENUE