

Versace Increases Store Foot Traffic and Revenue In-Store and Online.

Target Data implemented a people-based approach to identify and target their best customers.

KEYS TO SUCCESS

- ➔ Leveraged customer and transactional data to identify best customers
- ➔ Focused media spend on reaching only the highest-value consumers
- ➔ Geo-fenced Versace & competitor stores to understand shopping behaviors



CHALLENGE

Global luxury brand, Versace, needed to target people who are most likely to buy their products online and in-store. The brand also needed to measure online and in-store purchases generated from these data-driven marketing campaigns in order to make their budget go farther through highly effective spending.

APPROACH

Target Data analyzed Versace’s previous purchase data to understand their customers and build a lookalike model to identify their best prospects. We applied a lifetime value amount to the lookalike models that were connected to offers that generated a higher average basket size. To understand the shopping behavior of best non-customer and customer targets, we geo-fenced Versace’s locations and competitor locations, and executed display ads.

Through this people-based approach, Versace learned that people who viewed their online ads went to a store to make the purchase, and customers with higher net worth are much more receptive to direct mail than display ads.

RESULTS

35%

In-Store & Online Sales Lift

400%+

Incremental ROI

3,300+

Person Increase in Store Foot Traffic