

Lacoste

Company Background

Lacoste is an internationally recognised French fashion brand. Founded in 1933, the company now operates hundreds of boutiques and concessions around the world as well as online stores.

Objective

The goals of Lacoste's most recent Facebook advertising campaign were clear and straightforward: increase sales in the online stores for Germany, France and the United Kingdom and drive significant traffic to the sites, which were launched in 2010. The brand has had a presence on the Facebook platform for several years and is the premier French fashion label with the highest number – over 5 million – of fans. “With its international presence and huge number of users, Facebook offers enormous potential to communicate directly to the clients,” explains Loïc Lasne, E-Marketing Manager for Lacoste at Devanlay SA. “Targeted advertising based on demographic criteria and interests is the dream scenario of an online marketer.”

Approach

Lacoste's 2011 Facebook advertising campaign was its third campaign on the platform, so the company was able to take advantage of learnings from its previous two campaigns. Working with Netrada Digital

Facebook Executive Summary

Client:



Agency:

NETRADA

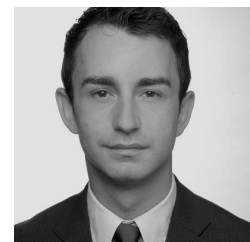
Objective: Increase sales and traffic to online stores in Germany, France and the United Kingdom

Solution: A two-month, targeted and optimised Facebook Ads campaign that linked directly to the online shops

Key Lessons:

- Facebook Ads can achieve high conversion rates and can translate into increased sales
- Conversion rates can be improved significantly by continual testing and optimisation of Facebook Ads campaigns

“By testing and optimising the campaigns constantly, we can achieve very satisfying results on Facebook – not only from a branding perspective but also in absolute sale numbers.”



Loïc Lasne, Lacoste E-Marketing Manager, Devanlay SA

Marketing, the company ran a series of Marketplace Ads during January and February 2011.

There were approximately 100 variants and each ad directed people to the brand's online store for one of the three markets: Germany, France and the United Kingdom.

Lacoste had four main criteria that shaped its use of Facebook's target filtering: Location, Gender, Age and Likes and Interest. Ads were targeted separately to men and to women in each of the three countries. There were two key age groups – 18 to 24 and 25 to 44 – and both groups were further broken down by both five-year and one-year segments. Finally, Lacoste targeted people with a stated interest in fashion using keywords such as 'design' and 'fashion TV', as well as specific products available in the store. Netrada then continually optimised the campaign, testing image and copy combinations, removing low performing ads, amending targeting, and re-directing budget to the highest performers. "We were using the Glow Machine [an ads API tool] to run the ads. After a steady learning phase, we were able to get qualified traffic to the Web store and convert it to sales," says Filipp Goldscheider, account manager at Netrada Digital Marketing.

Results

- The company has seen an increase in sales following the campaign. "We were able to get a very satisfying return on investment," says Loïc. "The Netrada Digital Marketing team has shown us that by testing and optimising the campaigns constantly, we can achieve very satisfying results on Facebook – not only from a branding perspective but also in absolute sale numbers."
- The Facebook Ads received approximately 66 million impressions in Germany, 70 million impressions in France and 43 million in the UK
- High click-through rates translated into a low

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cost-per-click for Lacoste

- Lacoste achieved an overall conversion rate for the campaign that was a 500 percent improvement on its first Facebook Ads campaign

As the online stores for the three targeted countries are all less than one year old, the Facebook Ads campaign allowed the company to identify its online customer base and see how it differs from the brand's traditional retail clients. It provided great insight into its consumers' online behaviour. In this way, Lacoste found that Facebook is an important part of the online marketing portfolio to drive new customers to its online stores.

The Future

Lacoste and Netrada have approached their advertising activities on Facebook with a long-term view. It was important to both parties to develop a sophisticated, optimized media and advertising strategy for the platform, one that would not only provide a good return on investment but also uphold the brand's core values. For Lacoste, Facebook is a critical and permanent part of its online marketing strategy.

