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Select Fashion

Case Study for High Growth in Fast Fashion

select^s





Goals and Objectives

Drive Awareness and Growth

Select Fashion is a UK fashion brand providing women with on trend styles both in-store and online. With the increase in fast fashion sales online, they wanted to capture market share while ensuring the returns made growth sustainable..

Ambition:



- Grow New Customer Acquisition
- Reduce spend in the channel and improve ROI
- Increase Content Partnerships

Objectives:



- Double revenue growth
- Triple traffic from the program
- Increase Active Publishers

The Results

The campaign achieved remarkable results, with a ROAS increase of 154% and a significant revenue surge of 101%. Despite a spend reduction of 20.9%, traffic continued to soar more than 200%.

+101%

Increase in
Revenue

ROAS
+154%

+207%
Traffic

ECPA
-60%

+120%
Active Publishers

HOW WE DID IT

Capturing market share

A well known high-street brand, Select was losing market share to fast fashion competitors. Our focus was to aggressively grow new partnerships to stay ahead of competitors.

Top of mind branding

Our brief was to ensure visitors who already knew Select came back to shop again, over competitors. From coverage on news and magazine titles reinforced Select as the retailer of choice.

Data-driven spend approach

With individual commercial partnerships, we tailored exposure and opportunities to publishers delivering the highest ROAS, against objectives like AOV and new customers, making publisher growth sustainable.



Test and Learn

Previously managed in-house, the Select program had no direction in its relationships with affiliates. We utilised a consistent test and learn strategy with new publishers before commencing larger investments into the partnerships.

Key Relationships

On behalf of Select Fashion, we built key relationships with new publishers that we recruited onto the program in the first year.

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