LUXURY APPAREL RETAILER BOOSTS CAMPAIGN PERFORMANCE WITH RYPL

Brief

Johnny Was, a luxury apparel retailer, partnered with GlobalWide Media (GWM) to quantify the potential performance boost from messaging key purchase audiences as well as their respective influencer groups vs. messaging those audience members in isolation.

Solution

GWM employed its digital advertising solution, RYPL, to test performance over a 30-day period by following these steps:

1. **Create a test group consisting of:**
   - High-propensity consumers
   - Relevant influencers of high propensity consumers identified using advanced audience models that consider household, workplace, social data, and more.

2. **Create a control group consisting of:**
   - High propensity consumers

3. **Message consumers:**
   - Both test and control groups are messaged using identical campaign settings (inventory sources, impression frequency, etc.)

4. **Conversion rates are calculated for each audience and statistically compared.**

Results

Consumers in the test group, whose influencers were also shown ad, significantly outperformed those in the control group.

Test group consumers showed:

- **ROAS of $2.26 for every dollar spent**
- **39.46% lift in conversion rate over the control group.**

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