



After increasing its mobile search presence, Zalando attributes a third more conversions to mobile

About Zalando

- Retailer of fashion, shoes and lifestyle products
- Founded in 2008
- Headquarters in Berlin
- Active in 15 European countries
- www.zalando.com

Goals

- Understand the value of mobile advertising
- Increase performance of ads on mobile

Approach

- Included cross device conversions in evaluation of mobile traffic
- Modified bids for mobile Shopping ads and search ads

Results

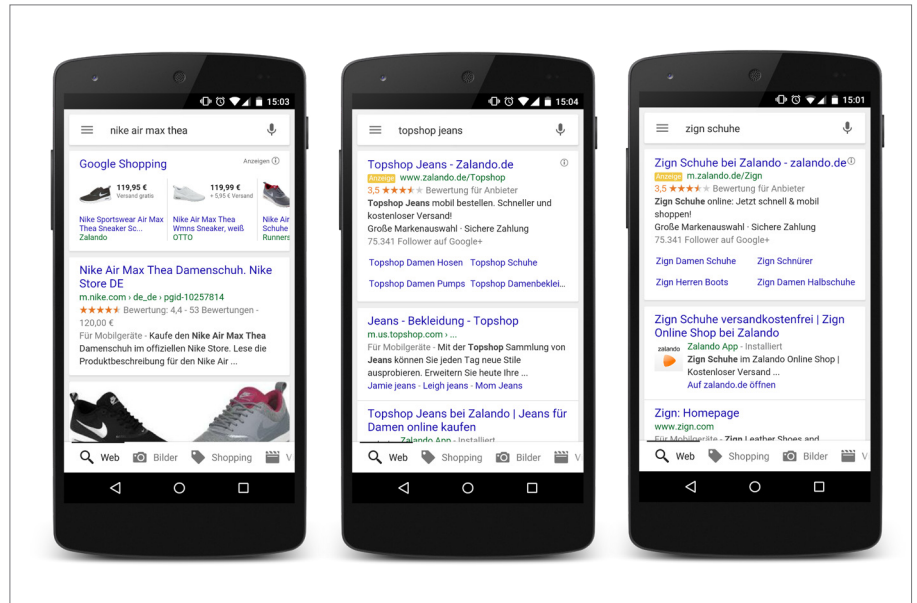
- 47% of search advertising traffic now comes from mobile (smartphones)
- Overall mobile conversions are up a third
- Mobile ad impression share has grown 72%
- Attributed a third more conversions to mobile cross-device activity

As a multinational online retailer of fashion, accessories and lifestyle products, Zalando takes a forward-thinking approach to digital marketing. The company's search engine marketing team decided to perform some experiments on the mobile channel. "We knew that people start on mobile and then convert on desktop," says Zalando SEM Manager Steven Tellers. "Due to this we had a problem where we underbid on mobile; we were losing a lot of potential valuable mobile clicks this way."

The first test saw Zalando increase mobile bids in AdWords to reach parity with desktop bids, immediately resulting in twice as many mobile clicks on Shopping ads. "However, this blanket approach did not account for performance of different campaigns, therefore creating inefficiencies," Steven explains. To address this, Zalando worked with its Google account team to identify the real value of mobile in terms of cross device effects coming from mobile traffic.

Google built an automated report to show estimated cross-device conversions, which Zalando combined with other data sources to develop insight around the performance of its advertising on the mobile channel.

"We determined that we were undervaluing mobile by about 30%, so 30% more conversions were in essence due to mobile cross-device effects, which we couldn't account for correctly before," explains Steven. "Across all campaigns we then incorporated the new data into our bid management solution resulting in higher positions and visibility in mobile, increasing overall conversions."



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Since implementing these strategies, Zalando's clicks and conversions in all markets have improved. In Germany for example, click-through rate for Zalando's mobile Shopping ads has grown by 6%. Smartphones are now Zalando's best performing devices in terms of search ad click-through rate, outpacing desktop by 143% in search and by 55% in Shopping ads, while mobile ad impression share has grown 72%.

So what's next for this dynamic advertiser? With the strong mobile performance that the company is now seeing, Zalando is pursuing to further understand the cross device behaviour in depth and incorporate engagement KPIs into bidding.