

bonprix

Company Background

One of Germany's top 10 retailers, bonprix has nearly 9 million customers and an increasing presence in other countries, including France, the United Kingdom and Poland. The company focuses on multiple channels, including its catalogue business as well as online and retail stores. A unit of the retail and financial services group Otto, bonprix is positioned in the hot "fashion on a budget" segment. Formed in 1986, the company in 2009 created a Facebook Page, the free public profile that enables companies to share their business and products with Facebook users on an ongoing basis.

Objective

bonprix's goal with Facebook Ads was to drive online sales and to boost traffic to its online store. The company was also looking to attract different target groups, including younger shoppers.

Facebook Executive Summary

Client:



Agency Involved:



Objective:

Drive online sales and boost traffic to retailer's online store

Solution:

A Facebook Ads campaign targeting specific demographics and people likely to be interested in certain types of apparel

Key Lessons:

- The campaign was effective at driving online sales as people could be reached before their intention to buy
- Retailer was able to identify stronger target groups and trends through Facebook's targeting features

“Through a micro-segmenting strategy of the users, we were able to find new ways of addressing different target groups. We could deliver different ads to a younger target group, and also to an older target group, because bonprix's product portfolio is made for a variety of shoppers.”



Hendrika Twellaar

Team Leader,
Project Management,
Hurra Communications

Approach

In 2010, bonprix through its agency Hurra Communications ran multiple ads, many focused on a particular range of products. The company took advantage of the ability to target Facebook users based on the information they voluntarily disclose in their profiles to reach a specific demographic, in this case women 18 and older. While Facebook's targeting allows companies to reach their most likely customers based on information listed in their profiles, it does not reveal the personal data of the people who fit into the targeting categories.

Among some of the other approaches bonprix used, the company targeted ads to users who mentioned certain keywords in the 'Likes and Interests' sections of their profiles. Some of the keywords related to plus-size clothing, pregnancy wear and other product groups. "We've seen good conversions with these kinds of ads," says Hendrika Twellaar, team leader, project management with Hurra.

bonprix says some of the ads only ran with special offers while others ran all day every day. All of the ads had to reach the company's targets in terms of cost per order to keep running. "Exchanging pictures and texts on a regular basis has a great impact on effectiveness," Hendrika says. "We identified what text-title-image combinations worked best for us and then did a micro-segmentation with them for different target groups."

The company also tested campaigns with different groups and different age-targeting to find differences in shopping behavior by age group.

Sommerkleider



Immer perfekt gestyled zum kleinen Preis. It's me!

Anne Schneider gefällt diese Werbeanzeige.

 Gefällt mir

Auch AC/DC Fan?



Cooler AC/DC Shirt für nur 11,90 €. Schnell zugreifen!

Anne Schneider gefällt diese Werbeanzeige.

 Gefällt mir

Results

- bonprix says Facebook Ads were successful in driving online sales. Says Hendrika: "Users can be addressed directly even before their initial intention to buy."
- Facebook allowed bonprix to create campaigns for several target clusters by segmenting users. "We could deliver different ads to a younger target group, and also to an older target group, because bonprix's product portfolio is made for a variety of shoppers," she says.
- bonprix also made use of the analytics and various advertising reports that Facebook's Ad Manager offers, enabling the company to identify stronger target groups and trends. "Compared to other means of display advertising, the [cost per order] with Facebook Ads is good and the potential is very high," says Hendrika.
- As bonprix, through Hurra, was a new advertiser with Facebook, Hendrika says there were no specific expectations. "But we really saw that focusing on various demographic factors, such as age, gender and interests could make a huge difference," she says.