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# HIGHEST EVER CLICK THROUGH RATE AND LOWEST COST PER SALE FOR LIPSY

## BACKGROUND

Clothes designer brand Lipsy takes catwalk designs, adapts them for the high-street, and gets them into the hands of fashion-conscious shoppers as fast as possible through its network of high-street stockists, its brand new retail store, as well as its recently developed web site.

To grow sales on the site, Lipsy needed an agency to build an online marketing strategy that built awareness of the brand, grew its credentials as a supplier of catwalk chic at high-street value, and delivered more traffic that converted more regularly and as efficiently as possible.

iCrossing used its unique social media research and linguistic profiling tools to understand fully the way in which Lipsy's customers talked about fashion. It used the results of this research to develop campaigns integrating social media, online PR, natural & paid search, and display advertising that continues to deliver on all these objectives.

## THE MISSION

Lipsy asked iCrossing to deliver:

- Higher online revenues by increasing the amount and quality of the traffic to Lipsy.co.uk
- Increased awareness of the brand as a major online fashion player
- Support for the extension of both Lipsy's product range, and its expansion into Europe, the US, Australia and South Africa

## THE APPROACH

iCrossing has developed proprietary social media research tools that include linguistic profiling. Using these tools, it revealed how Lipsy's potential customers really behave online and provided unique insight into their search patterns and preferred language. This was used to shape the paid and natural search strategies as well as a display campaign the creative of which was founded on the user insights developed from our research. It all helped iCrossing map out a campaign strategy that focused on engaging consumers at the right stage of their purchase cycle to eliminate the need for repetitive persuasion and potentially wasted impressions.

## EXECUTION

1. iCrossing used the user profiling analysis to feed the brief for the creative team to develop an online banner campaign. The brief focused on creative that fitted with the language, tone, and profile of Lipsy's target customers.

2. The profiling also helped iCrossing develop a natural search strategy that sought to increase Lipsy's organic rankings against the terms identified through its linguistic analysis. It optimised the Lipsy site against these terms. Also, we launched an online PR campaign that focused on generating quality links with authority sites and actively promoted back-link growth. This strategy aimed to deliver more traffic but also helped to increase Lipsy's reputation by association with quality fashion-related sites.

3. Based on the linguistic profiling, the paid-search strategy targeted five unique areas: Lipsy brand terms, generic key terms, product-specific key terms, competitor terms and 'Lipsy Sphere' terms targeted at Lipsy's online community.

4. Last, iCrossing merged this insight with Lipsy's own communications strategy so that the brand's external messaging was always consistent with the language, behaviour and profile of its audience.

## RESULTS

The results of the campaign have been genuinely impressive:

- The overall campaign has generated a 350% increase in revenue
- The initial display advertising campaign delivered more than 1,500 new unique users to Lipsy.co.uk in one month alone, and over 8,000 visits to date
- The display campaign alone has resulted in a 40% increase in revenue and 40% drop in cost per sale
- Click-through rates on paid-search are consistently 10% higher
- Cost per click dropped 50% in the first month
- Average revenues grew 40%

## WORKING TOGETHER

Kristine Kirby, E-commerce Director, Lipsy: "We need to ensure that we are constantly communicating with our customers and strengthening our online reputation as we expand rapidly. iCrossing have the knowledge and experience to ensure that we achieve our goals, and have taken our online persona to the highest level."

## ABOUT LIPSY

With everyone wanting a look as soon as it appears, Lipsy is dedicated to ensuring the hottest looks move from catwalk to high street in the blink of an eye. Lipsy has been designing for young fashion for 15 years, and is sold in retail locations in more than a dozen countries worldwide, and worldwide via their website. In the UK they are one of the best selling brands in such stores as Topshop, Selfridges, and independent boutiques around the country.