

BRANDVERGE HELPS MICHAEL M REPOSITION THEMSELVES AS AN E-COMMERCE DESTINATION FOR LUXURY JEWELRY

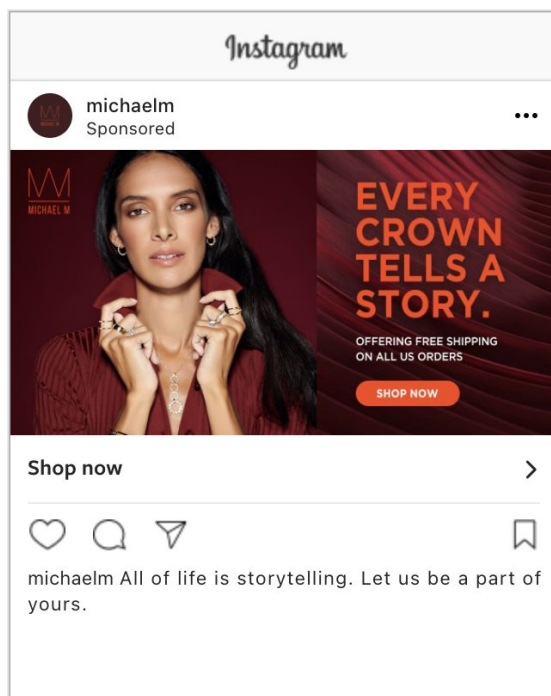
Challenge

Michael M tasked BrandVerge with helping them get customers to their website to browse and purchase their brand's new ready-to-wear fashion jewelry line **online**, and not just consider the brand for engagement and bridal moments. Michael M wanted to establish and expand themselves as an e-commerce destination for everyday gifting and luxury purchases.

Solution

To establish the company's new e-commerce presence, BrandVerge worked with Michael M to implement a five step plan of action to reach their targets and ultimately drive online store traffic and sales.

First, steps were made to drive consumers to Michael M's fashion and ready-to-wear pieces, rather than the bridal pieces that are not available for purchase online. BrandVerge decided to allocate the majority of the budget to support high priority e-commerce activity.



Secondly, BrandVerge helped Michael M create custom website landing pages to ensure new customers are able to browse at entry-level price points (e.g. gifts under \$1,500, \$750, etc.) and drive new traffic and customers to those pages for a successful first impression with the brand.

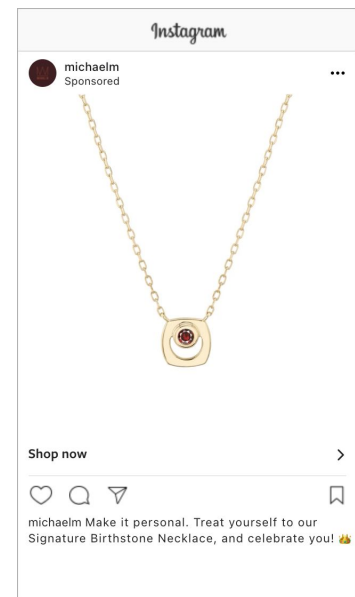
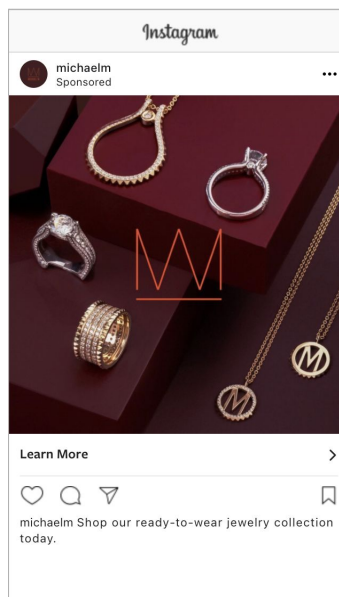
Next, BrandVerge implemented dynamic retargeting ads to push users that were browsing Michael M products, and move them along the purchase journey. For example, if a user spent time looking at the Cloud Hoop, then their next advertisement would include products from the Cloud Collection (earrings, rings, necklaces, etc.) since we already know that user likes the Cloud design/concept.

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To find the most relevant users in-market, BrandVerge refined audience and behavioral targeting across two different campaigns. The Fashion Campaign targeted users interested in competitive brands such as David Yurman and Tiffany & Co., within the key demographics (High HHI, etc.), and have shown luxury online shopping behavior.

Lastly, to encourage trusted endorsements, BrandVerge worked with Michael M to leverage influencer marketing and found influencers specifically in luxury fashion and jewelry with high engagement levels. Since Michael M is sold at a high price point, this new layer of marketing allows new shoppers to know that it is a high quality product and a good shopping experience through influencers they know they can trust and frequently look to for product and fashion recommendations.



Results

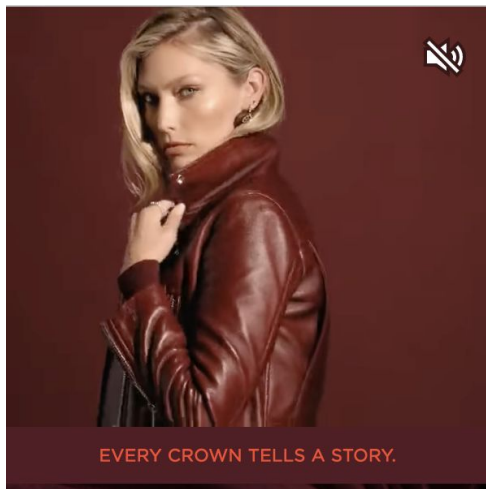
After implementing the 5 step plan of action, our solutions went above and beyond in successfully addressing Michael M's challenge.

4 key metrics were measured to showcase success: online store sessions, rate of return customers, average order value, and overall online purchases.

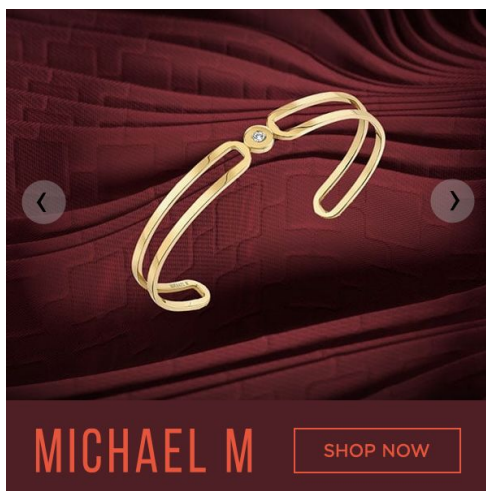
First, Michael M saw a **109% increase in online store sessions**. This meant that BrandVerge was able to successfully drive new customers to shop for Michael M on the website which was the main, key objective in driving purchase for the new fashion line .

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Secondly, Michael M saw a **77% increase in rate of return customers**, which meant that not only was BrandVerge successful in driving new customers, but was also able to do a great job of encouraging those customers to come back. This is an absolutely key objective for marketing high priced items, such as fine jewelry, since the purchase journey is longer compared to less expensive items.



Next, BrandVerge helped Michael M achieve a **19% increase in average order value**. This increase shows that our ads were able to deliver a more valuable customer to Michael M compared to previous efforts.

Lastly, the company saw a **17% increase in overall online purchases** compared to the previous period.

Overall, prior to BrandVerge, most sessions started and ended on the Engagement Rings section of the website. After BrandVerge's campaign was launched and executed, the top landing pages shifted to align with the company's goal of promoting the fashion brand. The most frequented landing pages were various gift guides created for the campaign. Again, this shows how BrandVerge shifted customer behavior and perception of Michael M as a ready to wear jewelry company rather than just bridal and engagement.

