

ZALORA

Criteo's performance marketing technology has helped ZALORA increase its mobile app traffic and transactions across Southeast Asia over the past year.



ABOUT

Founded in 2012, ZALORA is Asia's fastest growing online fashion retailer responsible for revolutionising the fashion scene in the region.

THE RESULTS

↑ 942%
Increase in Sales Transactions*

↑ 9x
Increase in App Traffic Volume*

↑ 232%
Increase in Order Value*

Comparing the Year-on-Year (YoY) data for in-app traffic and sales transactions across Southeast Asia, Criteo's performance marketing solution has helped ZALORA achieve 9x increase in app traffic volume and 942 percent increase in in-app sales transactions.

*Month on Month uplift from Sep 2015 to Sep 2016.



Criteo has become a phenomenal partner for us in Southeast Asia as their performance marketing solution helped us ensure that our ads were always relevant to our shoppers, thus increasing customer interactions and building brand loyalty. With Criteo, we've also become more efficient with our marketing spend while enabling us to maximise our profitability.

By harnessing the power of the Criteo Engine along with their unparalleled network of publishers across the region help us to grow our user base of high-value customers continuously.

Tito Costa, Regional Managing Director, ZALORA



BACKGROUND

Founded in 2012 and headquartered in Singapore, ZALORA is the fastest growing online fashion retailer in Asia, with an inventory of over 30,000 stylish products from over 500 international and local labels.

In the last five years, ZALORA has established itself as a one-stop online fashion shop responsible for revolutionising the fashion scene in Asia to give shoppers an unrivalled shopping experience.

ZALORA is part of the Global Fashion Group – the world's leading fashion organization operating in 24 countries globally.



THE CHALLENGE

ZALORA recognised the need to adapt their consumer engagement strategy to become more mobile-centric as consumers' shopping behaviours changed with the continued increase in smartphone adoption in the region. While downloads for their mobile applications were consistent, the key challenge they faced was how to encourage repeat usage and increase conversions based on their mobile app.

They understood that to increase engagement and build brand loyalty among their mobile app users, ZALORA needed to ensure their ads remain relevant and customised according to the preferences of each shopper.



THE SOLUTION

ZALORA needed a performance marketing solution that enabled them to not only increase its mobile app traffic but also repeat in-app interactions and transactions.

By leveraging the strength of the Criteo Engine, they were able to continuously engage their current base of app users with relevant content by computing each shopper's readiness to purchase, assessing their navigation patterns, geographic locations and seasonality, before delivering the right number of relevant and personalised ads to boost in-app revenue at optimal costs.

With Criteo, ZALORA saw a tremendous increase in in-app interactions and conversions while staying cost-effective on marketing spends across all their markets in Southeast Asia.