

SUCCESS STORY

H&M

Falling for the Autumn catalog

CLIENT

Swedish multinational retail-clothing company H&M is known for trendy clothing for men, women, teenagers and children. H&M believes in offering inspiring fashion at unbeatable value for money.



OBJECTIVE

H&M's main goal was to promote their 2016 Fall fashion collection and drive traffic and visitors to their website.

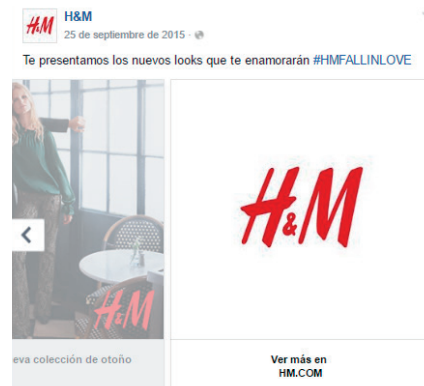
STRATEGY

Adglow chose a broad target audience for the campaign: males and females with an interest in shopping, fashion, music, and entertainment.

They engaged their target audience with Carousel Ads, showcasing items from their Fall collection.

The Carousel Ads call-to-action was to drive the audience to H&M's website. The ad format encouraged a direct response and drove brand awareness with multiple visuals of on-trend products which played a big factor in the client's results.

Adglow bolstered its success rates by using an intermediate bidding strategy which guaranteed good positioning of the ad. Thanks to daily monitoring, the campaign was optimized based on the placement and segmentation that delivered the best results, thereby significantly reducing the CPC by nearly 75%.



"Adglow has been a valued strategic partner who has helped us exceed our targets, whether it be generating brand awareness, promoting video views, encouraging engagement or participating in various promotions. It's been a real team effort and we've worked closely together to implement the necessary optimizations to obtain the best results possible."

Deborah Ortega Daujare Digital Coordinator, H&M