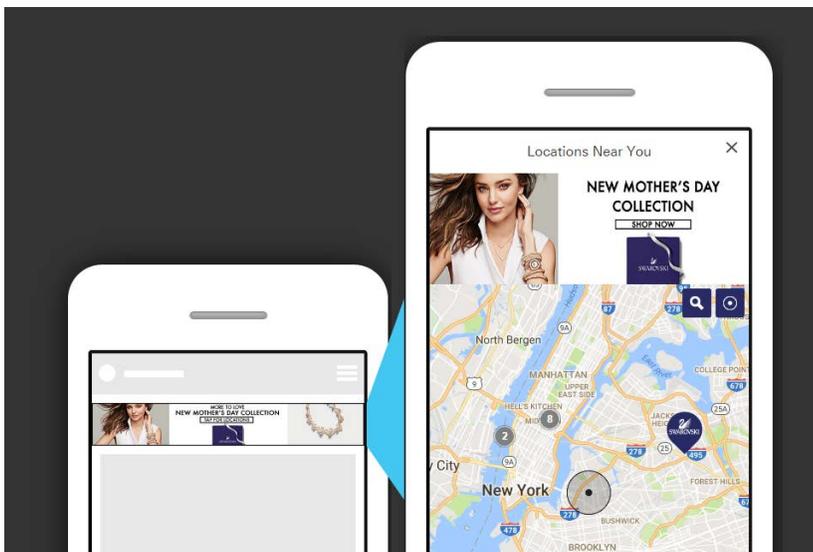


Swarovski measures campaign across media channels – and it sparkles!



CAMPAIGN GOAL

For the all-important Mothers' Day weekend, Swarovski, a leading jewelry retailer, needed to reach its audience across digital, out-of-home (OOH), and print media to ultimately drive in-store traffic and increase sales. For such a significant campaign, it was critical for Swarovski to be able to measure that success and understand how each form of media contributed to store visits and overall sales.



STRATEGY

Swarovski enlisted the help of NinthDecimal, who developed a first-of-its-kind cross-media attribution study to determine the impact that the Mothers' Day campaign had on physical world behavior. By comparing the behavior of individuals exposed to the ads – whether online, in a magazine, or through out of home media like mall signage or spectaculars – to the behavior of an otherwise identical unexposed control group, Swarovski was able to understand how the ad campaign drove incremental visitation to its retail locations.



RESULTS

The campaign was highly successful; all three types of media drove an incremental lift in foot traffic to Swarovski stores. NinthDecimal was also able to parse this metric by market and tactic to provide greater insight into which strategies drove behavioral change.

While each type of media drove a lift in visitation, the highest LCI[®] lift was seen among individuals who were exposed to both digital and out-of-home media, showing that a cross-channel approach can be incredibly effective.

Finally, Swarovski compared the store visit metrics to total sales data, and found that these two metrics were in line with one another throughout the campaign timeline. Both metrics peaked on the day before Mothers' Day – when last-minute gift givers were shopping with urgency.

25% LCI[®] lift in visits

2.4x higher
than the Digital benchmark
for Jewelry/Retail

2.2x higher lift
when exposed to OOH & Digital
vs. Digital Only



DIGITAL
ONLY

DIGITAL
AND
OOH

“The insight we gained from working with NinthDecimal reaffirmed many of the assumptions we were making from years of marketing experience. Having the concrete numbers to support our decisions (especially with top management) will be invaluable as we continue to plan and budget across different forms of media.”



Hyewon Lee,
VP Marketing Communication
Consumer Goods Business Americas,
Swarovski

About NinthDecimal

NinthDecimal is the leading mobile audience intelligence company empowering marketers with the most comprehensive understanding of people by connecting their digital and physical lives. Fortune 500 companies and marquee brands, including American Express, Comcast, Kraft, Microsoft, Starbucks, Target, and Toyota, use NinthDecimal to achieve high-performing campaigns by reaching and engaging the same audience across all media channels on one single platform. By bridging online and offline data sources, NinthDecimal offers the most precise audience solution in the market to create a true understanding of mobile consumers and how to engage them throughout their path-to-purchase. Its Location Conversion Index™ (LCI™) is the industry's first offline attribution solution that goes beyond the click to measure physical-world behavior at the point of purchase, and data partnerships with companies like Acxiom, BlueKai, Datalogix, Experian, LiveRamp, Nielsen Catalina Solutions, Neustar, and more provide a comprehensive closed-loop solution.