

# Case study

## Growing importance of international marketing calendars

### The goal

Capitalize on the publicity of Singles' Day to reach a new audience (Chinese-American) and establish a new publisher relationship, while proving the importance of cross-border purchases and international marketing calendars.

### The strategy

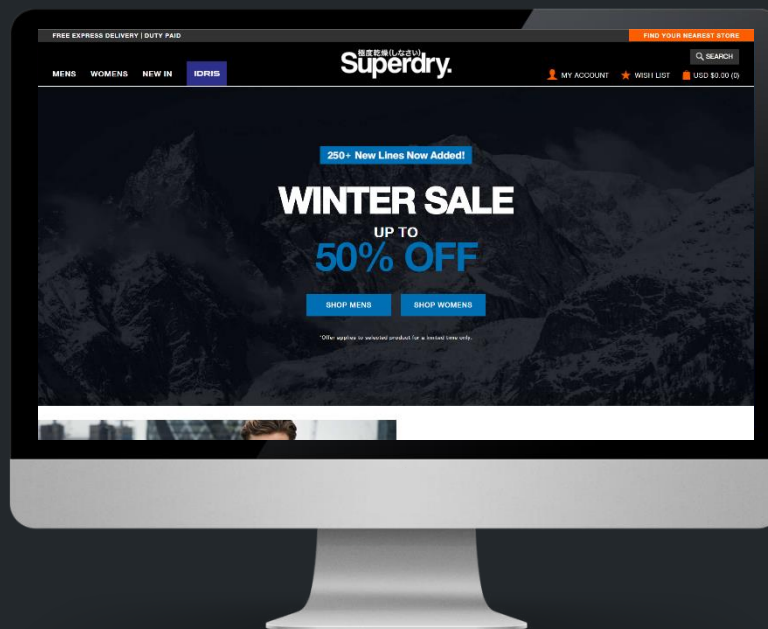
With the intention of testing the impact of promotions across various markets during peak seasonality, Superdry engaged with Dealmoon to test the impact of targeted campaigns on Singles' Day.

Superdry offered Dealmoon an exclusive discount code and increased Dealmoon's payout for a targeted feature in the top pick's section of their high traffic Singles' Page.

### Singles' day

Singles' Day is China's (and the world's) largest one day shopping event. It was created as a day for people who are single and is celebrated on November 11th (11/11) – with the ones in this date set to represent these singles.

It has been promoted as a time when consumers treat themselves to new items covering all verticals but most notably; fashion, health and beauty. Across the network for Singles' day we saw sales grow 109% YOY suggesting that Singles' Day is another fixture within the retail calendar along with the likes of Black Friday and Cyber Monday.



### The results

Partnering with a single publisher to offer an exclusive code to reach a target audience on a main holiday returned a **689% increase** in sales.

Publisher was previously a smaller partner, but through targeted placement the brand was able to increase clicks and revenue, **1,761%** and **1,003%** respectively, while also increasing AOV **39%**.

The success of the 11/11 placement encouraged Superdry to extend the promotion an additional day allowing them to maximize late Singles' Day traffic and demonstrating the value of targeted promotions during international holidays.

DATE	CLICKS	SALES	REVENUE	AOV
11/11	+1,761%	+691%	+1,003%	+39%
11/12	+1,112%	+557%	+861%	+46%