

Case Study: Atlas & Tommy Hilfiger

THE CLIENT:

Tommy Hilfiger is one of the world’s leading designer life-style brands, internationally recognized for celebrating the essence of “classic American cool” style. The company’s global digital strategy is driven by a consumer-centric, omnichannel vision that aligns messaging and consumer experience across all touchpoints. The Tommy Hilfiger brand is committed to telling each consumer the right story — in the right place, at the right time — as a means of building the path from awareness to conversion.

To deliver targeted messaging across Europe specifically, Tommy Hilfiger developed a unique display campaign, created in conjunction with Amsterdam-based digital advertising agency Pervorm. Driven by its long-standing passion for innovation, Tommy Hilfiger was the first advertiser from the fashion industry to partner with Atlas, and was able to deliver creatively sequenced brand stories across devices to five predetermined consumer personae.

THE QUESTION:

Given Tommy Hilfiger’s strong online presence and commitment to redefining the conversion funnel through creative sequencing, it’s crucial for the company to know that its omnichannel digital strategy is delivering more than just impressions. The company asked Atlas for support to gauge the success of these efforts in driving in-store purchases.

THE RESULT:

Due to the volume of available data, the German market was selected for this country-specific analysis. Over a three-month study of Tommy Hilfiger’s German retail stores, Atlas determined that the brand’s cross-device digital strategy influenced 13% of in-store purchases.

THE METHOD:

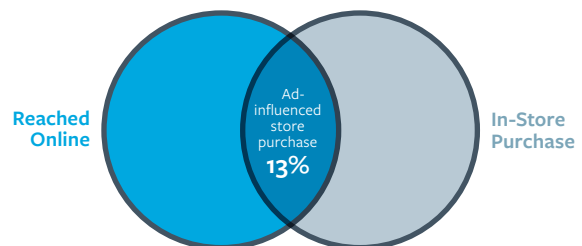
As part of Tommy Hilfiger’s online strategy, Atlas delivered cross-device ads via post-impression retargeting. Atlas was then able to characterize which devices consumers used to view the company’s ads prior to making their in-store purchase. This insight was enabled by Atlas’ ability to measure impressions across devices, whether desktop or mobile:

Device Type in Path	Conversions per 1K people reached
Mobile Only	0.30
Desktop Only	0.33
Desktop and Mobile	0.86

Conversion Efficiency by Device, March-May 2015

Consumers reached solely through mobile devices were almost as likely to purchase as those reached through desktop alone. However, both channels were far more effective when experienced in tandem as part of the sequential messaging strategy: consumers reached on both desktop and mobile devices made purchases at more than twice the rate of those reached on only one device type.

Additionally, Atlas’ unique ability to tie offline retail purchases to online ad exposure proved invaluable. We compared sample CRM data sourced from Tommy Hilfiger’s “Hilfiger Club” subscribers in Germany with impressions and clicks generated by campaigns run through Atlas to determine overlap between the campaign’s online audience and the in-store purchase data provided by the company:



Online Impression & In-Store Purchase Sample Overlap, March-May 2015



“We are constantly seeking new ways to engage our consumers in today’s rapidly changing digital world. We are excited by programs that allow us to tailor our brand story to specific targets, driving higher conversion levels and stronger consumer insights. Our cross-device strategy with Atlas has delivered strong results. The campaign has not only supported online sales and engagement, but has also driven a measurable increase of in-store purchases – a result that has previously been challenging to measure.”

- Avery Baker, Chief Brand and Marketing Officer, Tommy Hilfiger.