



CLIENT: LACOSTE

SECTOR: RETAIL



- **23%** more online conversions attributed to mobile
- **22-26%** of offline purchases were made by people exposed to digital campaigns
- **60%** of offline transactions traced were connected to a Facebook profile

Facebook's people-based measurement tools gave the French apparel brand unprecedented insight into its 2016 digital Christmas campaign in France, revealing mobile's role in 23% of online conversions.

Lacoste's story: a crocodile with class

Founded in 1933 by tennis star René Lacoste, this French heritage brand is known for its chic, sporty apparel and iconic crocodile logo. Lacoste's products are sold in over 3,000 stores across 114 countries.

Their goal: measuring the impact of digital ads

For its Christmas 2016 campaign in France, Lacoste wanted to connect its digital ads to brick-and-mortar sales, and find out when the same customer interacted with the brand across several devices.

Their solution: a clear campaign

To meet this challenge, Lacoste turned to Facebook's powerful people-based measurement tools. Working with data company 55, Lacoste collected data from 14 sources, including search, programmatic ads and Facebook, as well as online and in-store sales.

To achieve this, 55 used Facebook's analytical tools to anonymously match digital shoppers to Facebook profiles. In-store, Lacoste collected loyalty card data, including email addresses, 60% of which could be linked to a Facebook profile and thus, a digital journey.

The campaign, which ran from December 1-31, 2016, advertised Lacoste's Christmas capsule collection, and was targeted to men and women aged 25-44.

Renowned French artist Jean-Paul Goude directed the festive campaign, which included playful video ads developed with agency Socialyse.

Their success: a new world of metrics

Lacoste's work with Facebook and 55 revealed the impact of its Christmas campaign with unparalleled clarity. Thanks to Facebook's people-based measurement, Lacoste discovered:



- 23% more online conversions were attributed to mobile
- 22-26% of offline purchases were made by people exposed to the digital campaign
- 60% of the offline transactions traced were connected to a Facebook profile
- 27% of all sales linked to the digital campaign were from 18- to 24-year-olds
- 55% of campaign reach was among target audience of 25- to 44-year-olds



“Using Facebook’s people-based measurement tool was a great opportunity to get the retail teams to work closely with the digital teams. Having 55 to help us orchestrate the technical requirements and the work of our agencies was a great plus: their knowledge of Facebook solutions allowed us to move quickly and obtain rich insights that will inform our future campaigns”.

Find this case study on:

- bit.ly/lacostecasestudy
- www.teahouse.tech

Bijiana Savic – Digital Marketing Manager, Lacoste



Part of You & Mr Jones, the world's first brandtech group, fifty-five is a data company helping brands collect, analyse and activate their data across paid, earned and owned channels to increase their marketing ROI and improve customer acquisition and retention. Headquartered in Paris with offices in London, Hong Kong, New York and Shanghai, the data company was named by Deloitte as one of the fastest-growing tech firms in Europe, thanks to its unique technology approach combining talent with software and service expertise.