

HOW LUISAVIAROMA ACQUIRES NEW CLIENTS WITH SMART BUYER CONNECT

- + A viewability rate higher than the av rate on desktop banner in Italy in Q4 2019*
- + Low CPV of 0,01€, much lower than single publisher deals

CONTEXT

Luisaviaroma is a **luxury fashion concept store**, which Luisa Jacquin first opened in 1930, for Italy's most fashionable women. The website was launched in 2000 and is now available in 8 languages. They partner with companies such as Fiat, Puma, Adidas, Lacoste, Coca Cola and other brands to organize special fashion events.

In 2020, they are expected to repeat the 30% growth in revenues they saw in 2019.

LUISAVIAROMA

smar+

OBJECTIVE

Luisaviaroma's overall objective is the **acquisition of new clients in Italy, the USA and the Middle East**. They choose to activate Smart Buyer Connect for as their in-house technology; because it is very easy and simple to use and for its high-performing auctions packages, which allows them to buy quality media inventory for both display and video campaigns.

In the video campaign, Luisaviaroma's main KPIs is the **Cost Per View (CPV)** with a target of 0,05€. The objective of the display campaign is **post impression assisted conversion**, with a strong **Click Through Rate (CTR)**.

SOLUTION

In order to promptly unlock premium inventory in several countries, extend reach and meet objectives, Luisaviaroma decided to create **100% custom cross-publisher auction packages with semantic contextual targeting** on the Smart Buyer Connect (SBC) platform. The platform proved to be an easy-to-activate lever that helped to improve campaign performance while reducing setup time.

Luisaviaroma used **SBC to shorten the programmatic chain** and get good inventory at a good price, with the additional benefit of a cross-publisher contextual targeting feature.

RESULTS

- + **0,01€ CPV, vs a target of 0,05€**, lower than other single-publisher deals with Luisaviaroma
- + An average **viewability rate of 64%** (with peaks of **85%**)
- + An average **completion rate of 60%**
- + Very good average CPMs: 1,6€ for display and 5,3€ for video
- + Successfully raised the average **CTR above 0,50%** on IAB standard formats
- + **5 million impressions** delivered in 5 months



Today 3rd party cookies are disappearing and marketers always look for new ways to target across programmatic platforms. **SBC is a good example of how to shorten the programmatic chain** to get good inventory at a good price with **new cross-publisher contextual targeting**. Smart supported me in the whole process of training of their new platform (very user-friendly) with their global team and **followed me step-by-step advising on best practices with senior Sales manager Serena Maerna**. I found Smart to be an up-to-date martech player with a very nice and experienced team.

Marco Antognozzi - Luisaviaroma
Senior Display & Programmatic specialist



A word from Smart's expert in Italy, Serena Maerna

Working with Luisaviaroma was very stimulating and interesting. It is a client who wanted to experiment and trust my advice. **«Thanks to this mutual trust we have developed this successful international campaign.** A personal thanks to Marco Antognozzi whose experience and professionalism created this successful case study.



You want to learn more?
Contact us!

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About Smart

Smart is the leading independent adtech platform built to serve the interests of both buyers and publishers. Smart's fully transparent platform and shared-interest business approach enables brands and premium publishers to get their fair share of ad value at every opportunity, on their terms. Brands can achieve greater efficiency through their advertising spend, and publishers can act with certainty and have the control they need to provide the right blend of transaction models, channels, formats, and audience data to deliver true value path optimization to brands.

Smart is ranked on the Deloitte Technology Fast 500 EMEA and in the Financial Times' FT 1000: Europe's Fastest Growing Companies. The company operates 12 offices worldwide and leads the charge in building a transparent ecosystem based on quality.

* Figures coming from Luisaviaroma