



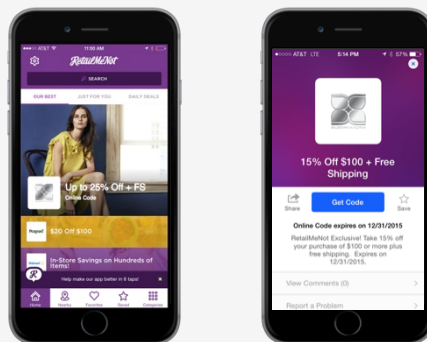
BCBG tracks mobile attribution and cross-device shopping behavior with exclusive Mobile Vanity Code on RetailMeNot.

Objective

BCBG has worked with RetailMeNot year-round to increase online sales. RetailMeNot and BCBG noticed that consumer engagement with BCBG was increasing but overall sales attributable to RetailMeNot were declining. Knowing the significant role that mobile plays in the shopping journey, the two companies hypothesized that the gap between consumer engagement and converted sales was due to consumers' multi-device shopping behavior. Moreover, BCBG wanted to measure revenue driven by RetailMeNot's mobile channels to determine how much to invest in advertising on those channels.

Solution

RetailMeNot proposed an exclusive Mobile Vanity Code that could be discovered only on a mobile device but could be redeemed online on any device. Given that many shoppers use multiple devices during their paths to purchase, RetailMeNot and BCBG aimed to quantify the value of mobile shoppers and measure cross-device behavior. The promoted offer was for 15% Off Orders \$100+ and Free Shipping. The exclusive Mobile Vanity Code was listed on the RetailMeNot mobile app and mobile website for one month. The offer was promoted through the mobile app homepage and category pages for Clothing and Accessories.



54%

Mobile sales occurred outside network tracking

65%

Increase in overall store-page clicks YOY

130%

Increase in mobile app and mobile-web clicks YOY

54%

*Orders placed with
Mobile Vanity Code
that were outside of
network tracking*



Results

The results of the exclusive Mobile Vanity Code trial confirmed the hypothesis that more than half of sales were not being tracked through the network. The trial revealed insights on the mobile shopping behavior of BCBG customers:

- 54% of orders were outside network tracking, which means these shoppers discovered the content on a mobile device but switched devices to complete the purchase.
- 46% of orders were tracked within the network, which showed that these customers are finding offers and checking out on the same mobile device.

This Mobile Vanity Code trial showed that sales were not decreasing but rather were up 15% YOY.

The trial showed BCBG how much revenue was influenced by mobile shopping, and the results will inform its advertising investments and promotional strategies moving forward.

About Partner

BCBG Max Azria Group began with a single idea – to create a beautiful dress. Founded in 1989 by Designer, Chairman and Chief Executive Officer Max Azria, BCBG was named for the French phrase bon chic, bon genre, a Parisian slang meaning "good style, good attitude." The brand embodies a true combination of European sophistication and American spirit. The BCBG Max Azria and BCBG Max Azria Runway labels are sold in 700 freestanding boutiques and shop-in-shops at top department stores across the globe.