

Case study

Boozt Media Partnership x Lindbergh

Boozt MEDIA
PARTNERSHIP





Boozt x Lindbergh Sponsored Products

Lindbergh sought new ways to enhance their visibility and drive sales on Boozt.com. With fierce competition and an ever-growing selection of products, they needed a solution to stand out and reach their target audience more effectively. After careful consideration, they decided to run a Sponsored Products campaign on Boozt.com, a move that proved to be a game-changer in terms of product visibility and sales.

Boozt x Lindbergh

Sponsored Products

Sponsored products allows Lindbergh to rank products higher in the product positioning, bidding on a spot in the first positions in every listing. Lindbergh wishes a more inspirational shopping experience, and allows to derive valuable insights on product performance.

Increased visibility

Sponsored Product allowed Lindbergh's products to appear at the top of relevant products and category listings, ensuring maximum visibility to shoppers who were actively searching for products like theirs.

Targeted reach

Boozt's data-driven targeting capabilities enabled Lindbergh to reach the right audience at the right time. By focusing on shoppers with high purchase intent, they could engage customers more effectively and drive higher conversions.

Boost in awareness

The strategic placement of their products within Boozt's popular categories helped Lindbergh increase brand awareness, positioning their products in front of new potential customers and reinforcing their presence among loyal shoppers.

"Sponsored Products has made a significant difference for us. It ensures that our Lindbergh products get the best possible visibility on Boozt and drives strong KPIs, as well as good traction with customers. A really great tool that has quickly become an essential part of our marketing strategy"

- Brian, Director of Marketing & E-commerce,
PWT Group A/S

Sponsored Products performance

SP traffic

With **11% of the traffic** driving PDP views on the SKUs used for this campaign, Lindbergh successfully capitalized on Boozt's Sponsored Product solution to drive substantial product visibility and engagement.

11%

of the traffic

Top 10 PDP views

The fact that **8 out of top 10 PDP views (80%) at the SKU level** during the campaign period came from Sponsored Products is a clear indicator of the success.

80%

of the top 10 PDP views
(all)

High click-through rate

The 8 out of top 10 PDP views delivered strong results, particularly in terms of CTR. Lindbergh achieved an **average click-through rate on the particular SKU's of 2.05%** vs. the campaign click-through rate of 1.82%. This performance underscores the effectiveness of the strategic placements and the relevance of the products to the Boozt audience.

2.05%

of the traffic on
SKU-level

Sponsored Products performance

Basket rate

The campaign achieved an **15% basket rate**, reflecting the effectiveness of the product placements and the relevance. The average basket rate (general) was 11%.

15%

Basket rate

High ROAS

The four best-performing products in the campaign achieved an **average ROAS of 6.2**, showcasing the strong impact of strategic sponsorship on sales and profitability.

6.24

ROAS

Improved conversion rate

The **conversion rate is 10% on the specific SKUs** used for the campaign vs. 8% on the general performance. This indicates that the campaign has had a positive impact on driving sales for this specific SKUs, outperforming the baseline conversion rate by 2 percent points.

10%

Conversion rate on
SKU-level



Boozt x Lindbergh
Sponsored Products

By leveraging Boozt's Sponsored Product solution, Lindbergh successfully achieved their goals of increasing visibility, reaching a highly relevant audience, and driving sales growth. The results of this campaign not only highlighted the power of strategic placement but also paved the way for future investments in similar campaigns.

Lindbergh continues to work closely with Boozt, using Sponsored Product as an integral part of their online marketing strategy to maintain strong sales performance and brand presence in the fashion marketplace.

—

This text outlines the reasons behind Lindbergh's decision to run the campaign and presents it as a successful strategy.

Sponsored Products performance

Interested in hearing more?

Push specific products with specific targeting based on knowledge from the Boozt Data Intelligence tool, which can increase profitability by upwards of 19x compared to non-sponsored products.

For more information see the BMP Media Kit.

