**CASE STUDY:**
**HOW A LEADING WOMEN’S FASHION RETAILER DROVE ENGAGED TRAFFIC VIA EARNED MEDIA**

**LANE BRYANT**

**Solution**
- Outbrain Amplify

**Vertical**
- Retail

**KPI of Campaign**
- Social Virality
- Engagement

**Key Themes**
- Leveraging positive third party coverage
- Amplifying earned media can drive high engagement

**Overview:** In the Spring of 2015, Lane Bryant, the nation’s leader in fashion for women sizes 14 to 28 launched a revolutionary nationwide campaign called #ImNoAngel. The campaign was designed to invite the world to celebrate women of all shapes and sizes by redefining society’s traditional notion of sexy with a powerful message: **ALL women are sexy.**

Media Kitchen, the agency of record for Lane Bryant engaged Outbrain to amplify positive news articles published about #ImNoAngel. The amplification not only helped raise the profile of the campaign it also drove high engagement on-site and contributed to making the campaign viral.

75 articles promoted across premium publisher sites in the Outbrain network delivered:

**48,585,138 IMPRESSIONS IN 2 WEEKS**

**RESULTING IN**

- **6,700** page views on LaneBryant.com
- **10%** of the campaign’s total e-commerce revenue
- **238%** increase CTR

When compared to other channels, it resulted in 6X higher engagement.

“We originally worked with Outbrain strictly for the reach and impressions, but were excited to see how well the links drove engagement on the Lane Bryant site. We would recommend press amplification for any future buzz-worthy campaigns.”

**KELLY COONAN**
Senior Strategist, The Media Kitchen
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HOW A LEADING PLUS-SIZED WOMEN’S FASHION RETAILER DROVE ENGAGED TRAFFIC VIA EARNED MEDIA

Their Story: Lane Bryant’s #ImNoAngel campaign was a national advertising program comprised of TV ads and photos featuring plus-sized models in the brand’s lingerie. The ads were featured at Lane Bryant’s stores, across social media channels, and on billboards, buses, and subways.

The ad campaign challenged society’s ideal of sexiness, as popularized by Victoria’s Secret. With each image, Lane Bryant aimed to emphasize the notion that sexy doesn’t come in one form; sexy is unique, real, and personal for each and every woman.

Future Considerations:

• KPI Optimization:
  Upcoming campaigns will focus on mid/lower funnel actions including purchases.

• Retargeting:
  Create a retargeting cookie pool from upper-funnel Outbrain audience to be leveraged in concurrent display, search and social retargeting.

Outbrain Solutions:

• Content Diversification
  Articles were added to the amplification each time a new earned media piece was written, providing a constant stream of fresh content.

• Headline Testing & Optimization
  #ImNoAngel drew comparisons to Victoria’s Secret advertising, which provided strong keywords for headline testing.

Their Results: As #ImNoAngel gained traction and went viral, the Outbrain campaign saw immediate results. Over a 2-week period, the content was optimized to garner a 238% increase in CTR.

Lane Bryant also saw strong on-site engagement. The amplification of the earned media garnered a 3.3% page view rate, compared to a .63% average for other placements that drove directly to the Lane Bryant site, making it almost 6 times more successful!

Additionally, while the spend on the Outbrain campaign was only a modest 2% of the total digital budget, the amplification resulted in approximately 10% of the campaign’s total e-commerce revenue.