

SUCCESS STORY: DISCOVERY DRIVES 36% HIGHER AVERAGE ORDER VALUE THAN DISPLAY FOR CUTTING-EDGE FASHION RETAILER

REISS

SOLUTION

- Outbrain Amplify

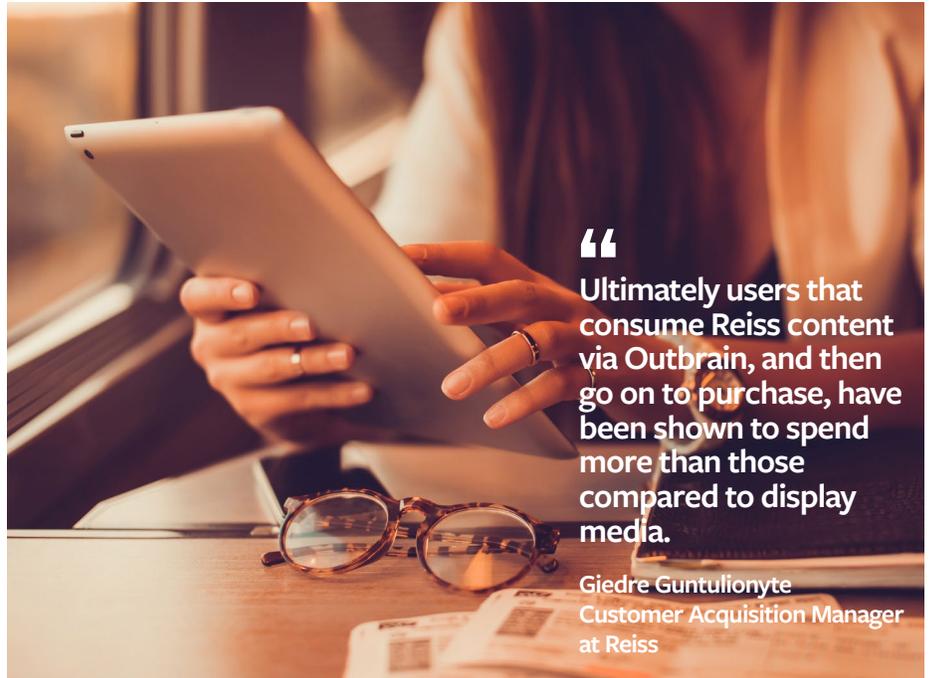
VERTICAL

- Lifestyle
- Women
- Luxury
- Retail

KEY THEMES

- Reaching the right audience
- Outperforming display media

Overview: [Reiss](#) is a modern, global brand that offers highly coveted, fashion forward womenswear and menswear. The highly stylised Reiss blog contains a wealth of high-quality editorial content including image rich posts, look-books, videos and collections. Packed with beautiful imagery and quality insight all Reiss content is created by its in-house content team and various content partnerships.



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Ultimately users that consume Reiss content via Outbrain, and then go on to purchase, have been shown to spend more than those compared to display media.

Giedre Guntulionyte
Customer Acquisition Manager
at Reiss

Goal: Working closely with their digital media-buying agency [Threepipe](#), Reiss wanted to drive traffic to its high impact blog pages. It was also keen to test and determine whether users that were driven to content rich pages would convert to purchasing.

Results: Reiss uses Outbrain to drive high-value interaction and sales. Outbrain outperformed all other platforms in driving customers that converted to high-value sales. Content that performed particularly well combined timely trends with recommendations on what to wear.

RESULTING IN

+36%
Higher average
order value*

66 MM+
Impressions served

87 K+
Clicks to blog

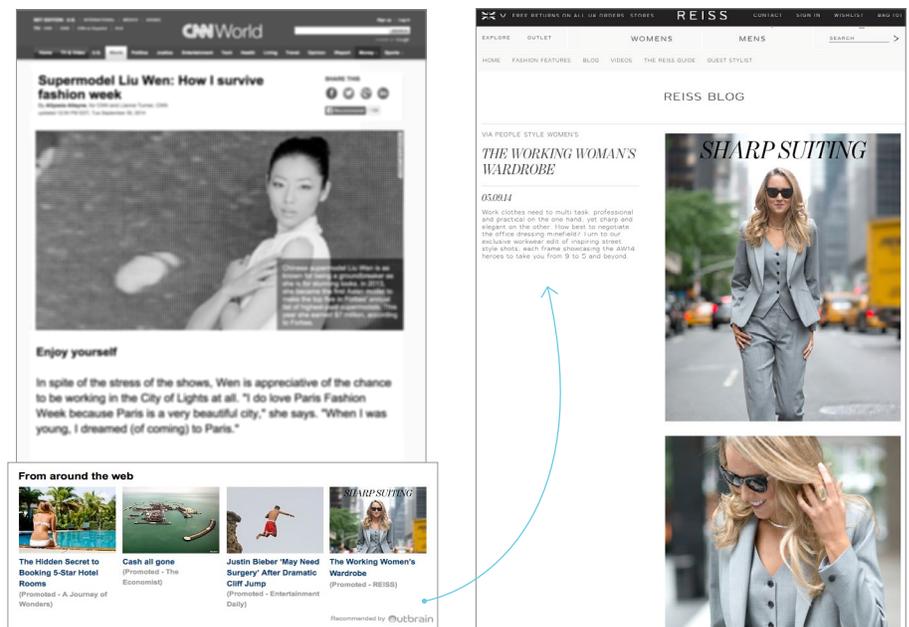
* Compared to display media. Data pulled over a 7 month period (March to September 2014)

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Their Content Strategy:

The Reiss content strategy consisted of daily blog instalments created and managed by the Reiss team. These were hugely varied and ranged from the [Top 10: Icons of beach style](#), marrying fashion influences from the past with seasonality, through to time sensitive posts that informed purchase decisions e.g. the [AW14 Notebook](#). Reiss also regularly posted content from its pool of expert contributors, including: [Lurch Hound Loves wears Reiss](#). In total, Reiss has created 77 blog entries to date, embracing women's wear, men's wear, look-books, trend-style-rules, inspirations and content from fashion bloggers and celebrity contributors. Outbrain now forms part of Reiss' "always on" digital strategy.

Solution: To drive the reach and discovery of its blog content and to boost engagement amongst its target audience, Threepipe and Reiss worked with content discovery platform Outbrain. Reiss content was amplified across the Outbrain network and delivered across desktop, tablet and mobile to readers who were most likely to be interested in it, drawing on the discovery network's sophisticated and proprietary algorithms. Outbrain also worked closely with Threepipe, offering support and training to ensure the Reiss campaign ran smoothly and was successful in driving exposure and engaged consumers.



“A strong content strategy allowed us to rise above the noise and we have worked hard with our partner Threepipe to create a blog experience that engages with our fashion conscious followers in a relevant, informative and entertaining way. Outbrain has helped us to amplify our efforts and reach the right audience, placing our content and ultimately our products in front of them in a truly native way. Ultimately users that consume Reiss content via Outbrain, and then go on to purchase, have been shown to spend more than those compared to display media. Outbrain is now an always on partner on our media plans and content amplification now is a key pillar for us.”

Giedre Guntulionyte, Customer Acquisition Manager at Reiss

“As an integrated agency that combines both digital and PR skillsets, the area of content amplification/native advertising aligns perfectly with the agency's approach. Outbrain is becoming a hugely important partner for the agency and we can only see the usage of partners such as Outbrain become more of a focal point of our client's marketing strategies for years to come. We have been truly impressed with Outbrain's results since we have started using their technology and we will continue to invest and partner with them in the long term.”

Farhad Koodorouth, MD at Threepipe”