

Case Study

Luxury Retail.

Building a future-proofed strategy designed for the new marketing age, Silverbullet Group brings a luxury retail brand into a **privacy-first, post-cookie** era.





Introduction.

A luxury retail experience brand dedicated to the creation and operation of luxury shopping destinations partners with Silverbullet to undertake its data and digital transformation journey.

The brand recognised that the world has changed; with tighter global government regulations, ever-changing consumer habits, and the demise of the third-party cookie, today's landscape is starkly different.

They understood the growing need to embed a strong digital transformation strategy fit for the new marketing era. Introduced by Local Planet, Silverbullet was chosen as the luxury brands specialist transformation partner.



The Challenge.

The luxury brand, alongside many others, were hit hard by the global pandemic (almost) overnight and needed to embrace digital strategies to underpin their future business model.

Having a previous business model centred around 'rich retail travellers' who were seeking that 'in-person luxury retail experience', Covid-19 not surprisingly put a huge spanner in the works and forced the business to turn to a digital-first approach. Due to its business nature, the brand had limited access to purchase data from customers, presenting a key challenge for digital transformation. It was clear the brand needed to fast-track their way to unlock data and reap the benefits of an on-and-offline business model.

Supporting the luxury retail experience brand, Silverbullet created a custom-made plan focused around three core goals:

1

Design & delivery of a first-party data strategy.

To embrace data and technology to better understand their customers.

2

Improve business outcomes through the power of data.

To showcase how the blend of data-centric services and programmatic activation can work in unison.

3

Deliver solutions for the post-cookie era.

To decrease the reliance on the walled-gardens and other 'black box' solutions and prepare for a cookieless future.



"In today's world where the digital experience spans several form factors, the best experiences are personalized and consistent across those touch points. They also respect people's privacy as a fundamental human right. To succeed, you not only need to implement the right customer data infrastructure, but also to develop a culture in which the organization is thinking holistically about the proper use of customer data"

Michael Katz, CEO and Co-founder  mparticle

The Solution.

01: Designing and delivering a first-party data strategy.

To help the luxury brand step into a privacy-first, customer centric future, Silverbullet took them through its three-stage process to design, build and activate a data and digital marketing strategy:



Empower

- Organisational analysis to help the client understand the gaps in their current setup, and identify the opportunities to be untapped in order to reach success
- Design and deliver a detailed and bespoke data and digital transformation roadmap
- Educate and inspire internal teams on the power of data and technology



Build

- Implementation of the required technology, in this case, the Customer Data Platform (CDP) selected was mParticle
- Integration into the existing tech stack and downstream marketing channels to ensure a frictionless flow of data throughout the client's architecture
- Managed service surrounding the tech to ensure smooth efficiencies and operations



Achieve

- A Centre of Excellence designed to ensure robust governance, which brought together stakeholders from Marketing, IT, Media, CRM and Leadership
- A Measurement Framework to establish previous media performance metrics which can be compared with audience-based bidding strategies to reveal actionable insights
- Audience Profile Creation support to be activated across all clients chosen and identified marketing channels

What is mParticle?

mParticle is a real-time AI customer data platform that powers your entire marketing stack with high-quality customer data. For the luxury retail brand, mParticle acts as the foundation of their data strategy, keeping them agile for upcoming market shifts, while giving them the tools to activate that customer data without costly engineering resources.





“Our Marketing Services team curated a bespoke strategy with the clients' challenges and objectives at the heart. Our collective expert knowledge of the advertising and marketing tech landscape meant that we could provide the luxury client with deep insight into all available solutions to ensure we selected the right vendor for their business needs. Then, we simply take the heavy lifting off their hands.”



Alex Jacobson

VP of Strategic Consulting, Silverbullet.

By designing and delivering a data focused strategy, Silverbullet provided the brand with:

- A greater business operational **efficiency**
- A strong **data culture** across relevant stakeholders
- Faster processes to revenue and **outcomes**
- **Enhanced data** insights and better audience intelligence

The Results.

02: Improving business outcomes through the power of data.

Silverbullet’s programmatic team supported the luxury brand to activate powerful business outcomes across the clients marketing channels. Our experts utilised first-party audience data derived from mParticle, to power lookalikes in YouTube and enhance targeting capabilities in media.

First-party data result highlights included:

YouTube Campaigns:

29.22% ↓

Average cost per store visit reduction

148.17% ↑

Average store visit increase in CVR (store visits/Clicks)

Luxury Retail Experience Village #1:

57.67% ↓

Cost per store visit reduction for retail experience #1

409.71% ↑

Store visit increase for retail experience #

Luxury Retail Experience Village #2:

40.54% ↓

Cost per store visit reduction for retail experience #2

362.36% ↑

Store Visit increase for Retail Experience #2



03: Delivering solutions for the **post-cookie era**.

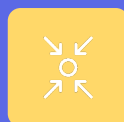
To safeguard for the post-cookie era, whilst ensuring the client continued to reach the right consumer, in the right moment through good quality targeting, Silverbullet introduced the luxury retail brand to its next generation contextual product, **4D**.

Using 4D, Silverbullet targeted the client's core audience segments combined with new audiences identified through the Context Outcomes Engine to drive scale and reach - all in a cookieless, 100% compliant and safe environment.

4D Contextual Intelligence result highlights include:



5 million impressions
51k website visits



4D delivered a vast data set into Audience Center, contributing to data-led marketing approach and digital transformation



4500 store visits with a cost per store visit of around £9



4D provided Value Retail with **increased brand safety**



4D saw a **significant increase in audience attribution** via effective footfall tracking (not possible within other channels)



Generated vital audience segment insights, which informs the on-going strategy and partnership



"4D enabled the client to understand deterministically within what context their advertisements were being seen and engaged with, enabling a breakdown of how the different contextual themes performed, whilst assessing against the campaign average. These insights were extremely helpful for the brand as they seek to successfully measure, improve on and deliver meaningful outcomes across display and video. The results speak for themselves, and we are proud to continue our work together into 2022 and beyond."



Umberto Torrielli

Co-founder & CSO, Silverbullet



Summary.

Curating and delivering a data and digital transformation strategy for clients is not a one-size fits all approach. Each client will have its own challenges, needs and objectives that need to be met in order to succeed.

With the (m)adtech landscape witnessing a seismic shift regarding consumer behaviours and global tightening of regulations, businesses are grappling with today's challenges in order to execute a future-proofed strategy fit for the new marketing age.

Silverbullet's on-going partnership with the luxury retail experience brand showcases the opportunities to be gained, through building first-party data centric strategies, blended with contextual advancements.



If you would like to explore the Silverbullet approach to the new marketing age, contact via: wearesilverbullet.com/contact/

If you would like to find out more about the mParticle platform, contact via: mparticle.com/get-a-demo



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 **mparticle**

