

SHOPCADE & REISS

64% OF THE USERS AGED 25-34

MOSTLY WOMEN

Users engaged with Reiss are mostly women between 18-39 years old, with a propensity to a 64% audience between the ages of 25-34.

Some of their favourite brands are House of Fraser, Ted Baker & French Connection UK.



64%
AGED 25-34
FEMALE

PURCHASING HABITS: AVERAGE BASKET VALUE = £158

40% REISS SHOPPERS ARE RETURN SHOPPERS!

17.30% of purchases made between 2-4pm
20.65% between 8-10pm
PEAK purchasing time is 9pm



17.30%

2-4pm

20.65%

8-10pm

24%

TASTES

21%

Reiss' most popular female products on Shopcade are high heels and dresses, whereas the most popular products among male users are shirts and belts.

Other popular products featured during the campaign:



22%



11%

REACH

50% of Reiss lovers log-in via Facebook, Another 40% log in via Twitter.

Those users have on average 350 Facebook friends and 211 Twitter followers.

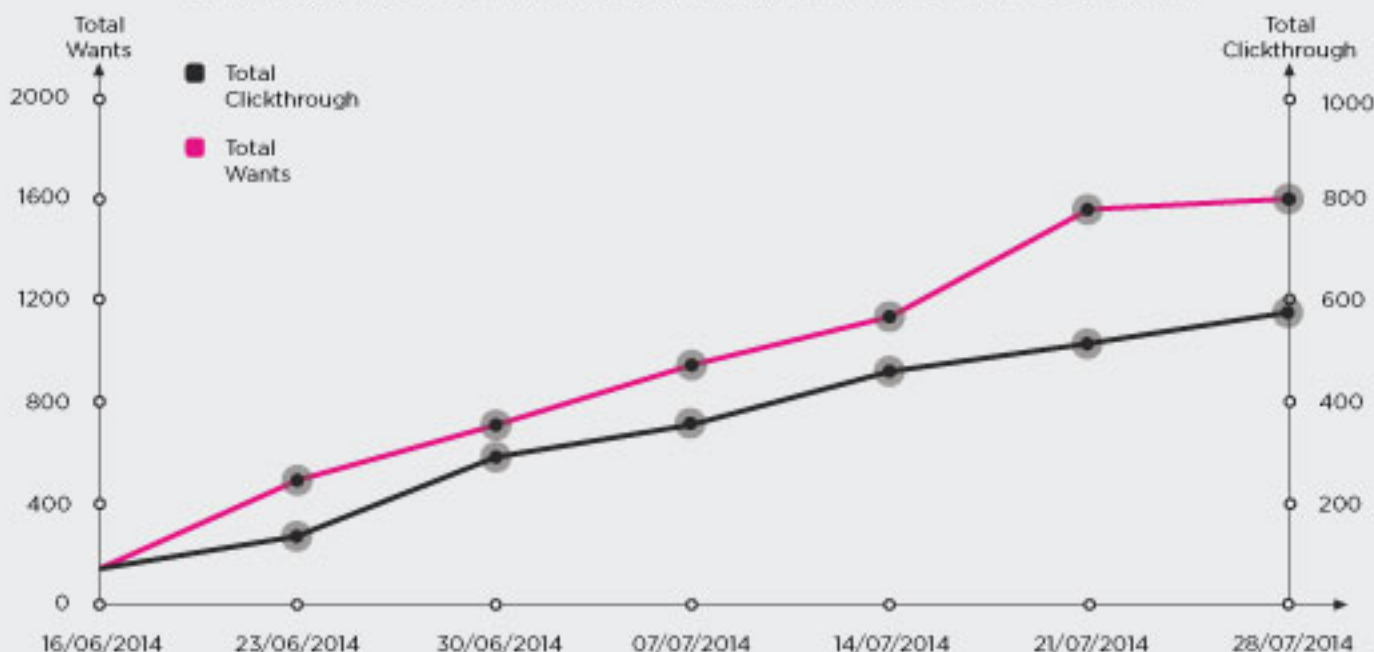


TWITTER FOLLOWERS
350

FACEBOOK FRIENDS
211

REISS' ENGAGEMENT ON SHOPCADE

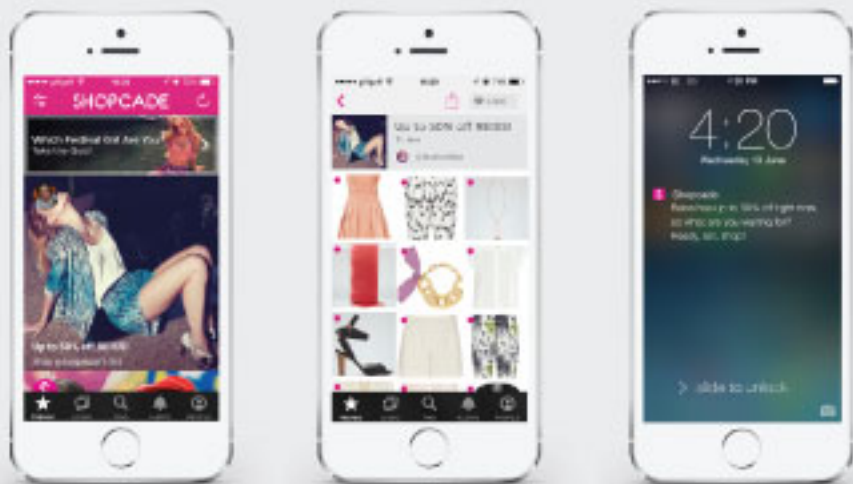
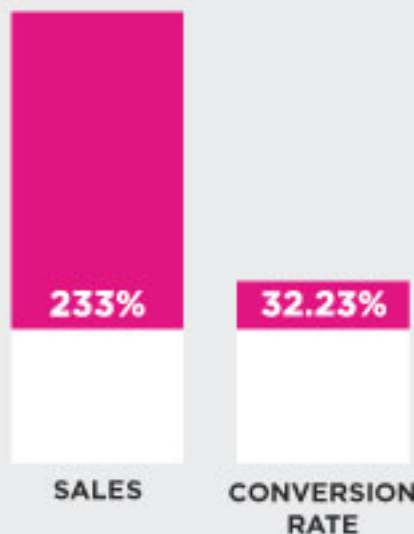
Reiss' End of Season sale '14 was heavily promoted on all Shopcade for 5 days within a 5 week period, leading to a huge increase in brand popularity (wants and clickthroughs). Wants increased by 19% & clickthroughs by 32%.



REISS SALES ON SHOPCADE

Following the promo number of sales increased by 233% conversion rate increased by 32.23%.

Promotion: Custom banners, specially curated lists, personalised push notification sent to over 100k users, daily email alert sent to over 40k users and social media execution on Facebook, twitter and instagram.



SOCIAL MEDIA: FACEBOOK, TWITTER AND INSTAGRAM

Celebrities & bloggers wearing Reiss posts very successful among social media platforms.

Facebook posts achieved up to 63% Unique Click Through Rate.

