FASHION TV
A CASE STUDY

HOW WE HELPED FASHION TV INCREASE ITS REVENUE AND BRAND AWARENESS FOR ITS F COSMETICS LINE
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ABOUT

Since its inception in 1997, FashionTV has been setting the highest standards for excellence in fashion and lifestyle broadcasting. The only TV equivalent to fashion print media appealing to everyone interested in fashion, style, beauty and trends, FashionTV understands and caters to its audience by providing original, unbiased and informative programming not available on other networks.

A strong image and exceptional awareness of FashionTV’s brand projects a unique, cosmopolitan and a modern style allowing for influential partnerships with many global brands and products, including hair and skin care. Inspired by the glamorous world of fashion, top models’ beauty secrets, haute couture creations, and jewelry, ENJOYLLERY™ was created to be indulged in and enjoyed.
THE GOAL

FashionTV came to us wanting to increase its revenue and awareness for their FCosmetics Product Line.

METHODOLOGY

We A/B tested four (4) different interactive content campaigns.

- Pop-ups
- Swiper cards
- Quizzes
- Video with form

THE OUTCOME

- CTR: 4X
- Re-engagement rate increased by 200%
- Increased number of check-outs
- Increased average basket size from $60 to $90
CAMPAIGN A

Homepage Popup

We suggested using a responsive banner so that it would show completely on both mobile and desktop.

Next, we suggested that instead of having the user navigate the menu bar for F Products and then find the F Cosmetics tab, that they put a teaser to the specific Product Category on the homepage.
CAMPAIGN B

Swiper Format

We created a fun, interactive teaser that floats anywhere on the screen. When the user clicks on the desktop icon or taps on their smartphone, a fun slider appears.
To learn more about their users and to remarket them in Facebook and Google campaigns, FashionTV created a fun homepage teaser that opened a fun, interactive poll.

**CAMPAIGN C**

**Homepage Teaser with a Quiz**

**STEP 1**
Promote anything on the home page

**STEP 2**
User takes eCommerce-driven, fun, interactive quizzes

**STEP 3**
User clicks on the page with relevant products