

How Silk Maison upgraded their student programme using social extensions

Challenge:

Silk Maison sells luxurious silk daywear, sleepwear and gifts. They partnered with Student Beans as they wanted to build loyalty with the Gen Z demographic. Silk Maison embedded our conversion optimisation tool, Connect, onto their e-commerce website. This enabled them to convert student customers that were on their e-commerce site however, Silk Maison wanted to boost their brand awareness and attract new customers.

Identifying the problem:

Silk Maison needed to cut through the noise and position their brand in front of students who were interested in fashion & accessories. They wanted to stand out from the other fashion brands and increase their level of new customers within the Gen Z demographic.

Solution:

Silk Maison ran a social extension campaign in September, after students in the US had started college or had returned back to college after the summer break. Their campaign ran over a two week period from 13/09 - 27/09.

Student Beans strategically placed Silk Maison advertisements across multiple channels including Facebook, Instagram and Snapchat. The aim was to boost engagement & traffic on the Silk Maison offers by targeting student lookalike audiences.

Results:

The campaign delivered 526,000 impressions and close to 5,000 clicks on the clients offer page. The advertisements drove significant engagement; codes increased by 90% comparing the fortnight prior to the campaign period. Silk Maison also saw a 113% uplift in revenue generated, with an average conversion rate of \$174. Silk Maison has seen such fantastic performance that they have been upgraded from one of our self-service brands to our full service brands. They will now reap the benefits of a dedicated account manager & have access to the full funnel Student Beans media suite.



Key figures:

526k

Impressions

5,000

offer clicks

90%

code increase