

Revealing Christmas campaign success with Facebook's people-based measurement tools



Founded in 1933 by tennis star René Lacoste, this French heritage brand is known for its chic, sporty apparel and iconic crocodile logo. Lacoste's products are sold in over 3,000 stores across 114 countries.

THE CHALLENGE

Measuring the impact of digital ads

For its Christmas 2016 campaign in France, Lacoste wanted to connect its digital ads to brick-and-mortar sales, and find out when the same customer interacted with the brand across several devices.

THE APPROACH

A clear campaign

To meet this challenge, Lacoste turned to Facebook's powerful people-based measurement tools. Working with data company 55, Lacoste collected data from 14 sources, including search, programmatic ads and Facebook, as well as online and in-store sales.

To achieve this, 55 used Facebook's analytical tools to anonymously match digital shoppers to Facebook profiles. In-store, Lacoste collected loyalty card data, including email addresses, 60% of which could be linked to a Facebook profile and thus, a digital journey.

The campaign, which ran from December 1-31, 2016, advertised Lacoste's Christmas capsule collection, and was targeted to men and women aged 25-44.

Renowned French artist Jean-Paul Goude directed the festive campaign, which included playful video ads developed with agency Socialyse.

THE RESULTS

A new world of metrics

Lacoste's work with Facebook and 55 revealed the impact of its Christmas campaign with unparalleled clarity. Thanks to Facebook's people-based measurement, Lacoste discovered:

23%

more online conversions were attributed to mobile

22-26%

of offline purchases were made by people exposed to the digital campaign

60%

of the offline transactions traced were connected to a Facebook profile

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Using Facebook's people-based measurement tool was a great opportunity to get the retail teams to work closely with the digital teams. Having 55 to help us orchestrate the technical requirements and the work of our agencies was a great plus: their knowledge of Facebook solutions allowed us to move quickly and obtain rich insights that will inform our future campaigns.

Biljana Savic,
Digital Marketing Manager, Lacoste

27%

of all sales linked to the digital campaign were from 18 to 25 years olds

55%

of campaign reach was among target audience of 25 to 44 years olds