

Koodos.com Gains 40,000 Qualified Leads a Month with MSN Shopping

Start-up fashion retailer koodos.com wanted to improve conversion rates by driving more qualified traffic to its Web site. It struck a deal with MSN Shopping to drive leads using a combination of site merchandising and editorial content. Since working with the portal, koodos.com has attracted 40,000 qualified leads each month, achieving an above-market conversion rate.



Designer Items at Special Prices

Internet-based fashion retailer koodos.com offers luxury designer brands at bargain prices. Launched in 2006, the London-based company, which is backed by international venture capital firm Atlas Venture, has grown rapidly, offering visitors to www.koodos.com everything from Chloe handbags to Hugo Boss men's shirts.

To drive qualified traffic, the retailer wanted to establish data feeds from other Web publishers to its own Web site. "A branding campaign wasn't suitable under the circumstances," says Miriam Lahage, Chief Executive Officer, koodos.com. "Our focus was creating a targeted kind of campaign."

First, the company looked to strike deals with price comparison sites. Lahage says: "They offered the targeted advertising we were looking for. But, given that visitors to the sites were searching for a whole range of products, we didn't think they would generate sufficient traffic."

Great Reach Among the Right Audience

Then koodos.com turned to MSN Shopping United Kingdom (U.K). The site, which has the feel of an online magazine, attracts a unique user base of approximately 800,000 every month. It attracts just as many men as women, the majority of whom are high earners aged 25 to 45 years. In short, the site delivers a one-stop-shop for product search, comparison tools, independent buying advice and reviews from experts and shoppers.

Lahage says: "It was clear MSN Shopping has a strong focus on fashion retailing, at the same time offering more than just data feeds. It delivers editorial and merchandising across the site—the right combination to gain the traffic we wanted."

A Virtual Shop Window with Great Offers

In April 2007, koodos.com began working with the editorial team to drive qualified leads to the Web site. Lahage says: "The MSN Shopping editorial team were really proactive from day one, straightaway proposing a range of merchandising and editorial activities across the portal."



FACTS AND FIGURES

COUNTRIES

United Kingdom

CLIENT: koodos.com

COMPANY PROFILE

Online retailer koodos.com offers luxury designer brands at bargain prices.

OBJECTIVES

Drive qualified leads to koodos.com.

CAMPAIGN DETAILS

Working with the MSN Shopping, the retailer provides merchandising and editorial for the site in the way of top 10 promotions, deal of the week, fashion advice, and seasonal recommendations.

FACTS AND FIGURES

- 40,000 qualified leads per month.
- Traffic more than doubling in the second month of campaign.
- Two per cent conversion rate

FOR MORE INFORMATION

Contact: [Contact: Amy Agoado amy@microsoft.com](mailto:amy.agoado@microsoft.com)

“Not only are we gaining a great number of qualified leads each month from MSN Shopping, we are also achieving a conversion rate which is above the average for online marketing.”

Miriam Lahage, Chief Executive Officer, koodos.com



Lahage particularly liked the site’s shopping module, which offers a direct-to-advertiser link from the MSN Shopping home page. Sarah Bush, Content Manager, MSN Shopping, explains: “koodos.com has used this virtual shop front complete with graphics to promote special offers week to week. The items reflect a theme, which can be anything from great casual menswear to women’s designer handbags.”

Since April, successful activities have included top 10 promotions, deal of the week, fashion advice, and private sale promotions, where visitors to MSN Shopping can register for upcoming sales on koodos.com. In addition, promotions in the MSN Shopping newsletters and e-mails have also helped drive traffic.

Bush says: “Despite the fact our newsletters and e-mails are produced without merchandiser bias, we’re happy to promote koodos.com because the sales really appeal to our target audience. Likewise, I’m happy to mention its offers on our MSN Shopping blog, which recently promoted a sale of Diesel jeans.”

Streamlined Process Makes Management Simple

As well as proposing merchandising and editorial activities, MSN Shopping made it quick and easy for both parties to collaborate. Bush explains: “We devised a spreadsheet for koodos.com to e-mail each week, which includes that week’s items for our shopping module and any editorial content it wants to include on seasonal fashions and trends.”

Lahage adds: “The spreadsheet highlights how well our relationship is working. We now have what I’d call a virtuous circle. We supply MSN Shopping with offers that really appeal to its target audience, which in turn drives highly qualified leads to koodos.com.”

40,000 Leads a Month and Above Market Conversion Rates

Latest figures show koodos.com is driving up to 40,000 qualified visitors to its site from MSN Shopping. What’s more the targeted shopping traffic from MSN Shopping to koodos.com more than doubled from May to July.

Lahage says: “Not only are we gaining a great number of qualified leads each month from MSN Shopping, we are also achieving a conversion rate which is above the average for online marketing.”



© 2007 Microsoft Corporation. All rights reserved. This case study is for information purpose only.