

Colmar, an Italian fashion and sportswear brand, was looking to reach a targeted premium audience to promote their new winter collection in three European markets. Colmar engaged Mountain News to run its digital winter campaign for the fourth season in a row.

OUR SOLUTION

Mountain News designed a tailored digital campaign solution to reach the targeted premium audience via our Mountain Travel Audience Platform. The campaign was running for three months in DACH, Italy and France. In addition, the campaign was supported by three custom Newsletters, editorial Newsletter and Snow Report Email Sponsorship.



RESULTS

We overachieved the client's expectation.

The quality of our 1st-party data Mountain Audience was underlined with an excellent 1,3% CTR on premium Wallpaper formats and outstanding results in several custom newsletters to our premium subscriber base. More than 3100 clicks to the client's landingpage were generated by the Newsletters in Italy.

On Audience Targeting we achieved an over average CTR of 0,3 % on standard display formats.



Colmar benefited from over 1,6 Million additional ad impressions during last winter season, in being an exclusive sponsor of the Snow Report Emails.



Colmar is an Italian luxury fashion and sportswear brand, combining sports, style and innovation since 1923.

Campaign Results:



Over 1,1 Million Impressions delivered

in 3 months, 3 markets (DACH, Italy, France)

Excellent CTR 1,3% on premium format & 1st-party-data



Over average CTR 0,3% on Audience Targeting in Italy

Custom Newsletter Open rate 33% and outstanding CTR 18%



Over 1,6 Million additional Ad Impressions delivered in Snow Report Email Sponsorship