Everlane steps up their digital strategy to launch new sneaker line

EVERLANE

Company Overview

Everlane is a US fashion brand that sells modern essential clothing made in ethical factories.

> "Quantcast helped Everlane identify their core audiences and effectively connect with them. It had a remarkable impact, successfully achieving all objectives and proving the value of the media investment."

RICHARD TUBMAN
CO-FOUNDER, SENDER AGENCY

CHALLENGE

Looking to accelerate growth and reinforce brand value, Everlane and Sender Agency partnered with Quantcast to successfully launch their new sneaker line, Tread. They wanted to leverage a digital strategy that included a mix of engaging video formats and action-driven creative to help guide potential customers from brand awareness to purchase.

SOLUTION

To achieve their goals, they focused on the core KPIs of awareness and return on ad spend (ROAS). Quantcast insights identified three key psychographic demographics for Everlane: "Young Urbans," likely to change brands for variety and novelty; "Fashionistas," who love to be on the cutting edge of new products; and consumers who are interested in similar or sustainable brands. Everlane was able to reach these potential customers with dynamic ads tailored to their interests.

RESULTS

Quantcast's unique ability to identify custom audiences allowed Everlane to achieve scaled reach, getting its new line of sneakers in front of more than 26 million relevant prospects. In addition, the campaign successfully influenced the 'path to purchase,' leading to strong conversion rates and proving the impact of scalable yet highly targeted display advertising. The return on ad spend was 9x better than expected, and the cost per ad decreased by 41%.

HIGHLIGHTS

9x
return on ad spend

41%
cost per ad decreased