Remain competitive on DTC website during one of the largest annual online sale events: Amazon Prime Day

Leading Lady®

Industry: eCommerce Lingerie

Project Opportunities

Amazon Prime Day is one of the most popular days for discounts and promotions across eCommerce websites. On top of being the largest online retailer and third-party seller, Amazon sells many of Leading Lady's competitors, including Leading Lady products themselves. Despite offering daily deals on Leading Lady's owned website, it was clear that Prime Day would cause an influx in competition that week.

Services Utilitzed:

Digital Marketing

→ Marketing Strategy Development
→ Email Marketing
→ Social Media Marketing
→ Website Graphics
→ Remarketing
→ Paid Search & Google Shopping

The Strategy

VividFront proposed a series of flash sales to run during the Prime Day sales in order to set Leading Lady's website apart from Amazon. VividFront utilized email, paid and organic channels to promote six individual promotions throughout the three days, running 12 hours each. The quick turnaround time of the sales generated the buzz and urgency necessary to capture attention and boost conversion rate.

VIVIDFRONT

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The Results
Week of October 13-15, 2020

Revenue
Total amount of money generated

Overall
26% ⬆
Increase

Paid Shopping
192% ⬆
Increase from Paid Shoppnig Campaigns

Conversion Rate
Percentage of users or customers that complete a desired goal

Paid Channel
14% ⬆
Increased Performance

Paid Shopping
41% ⬆
Increased Performance

Paid Search
37% ⬆
Increased Performance

Organice Social Traffic

Sessions
65% ⬆
Increase in Sessions

Orders
64% ⬆
Increase in Orders from Social Traffic

Revenue
54% ⬆
Increase in Revenue from Social Traffic

Email Performance

Sessions
51% ⬆
Increase in Sessions

Orders
31% ⬆
Increase in Orders from Email Traffic

Revenue
26% ⬆
Increase in Revenue from Email Traffic

Open Rate
2% ⬆
Increase

Conversion Rate
5% ⬆
Overall Increase