

# Birks

## CASE STUDY

Birks is a renowned designer and retailer of luxury goods and jewelry, offering top-of-the-line products in a welcoming store environment with exceptional customer service. While their sales were largely driven by in-store visits, they were looking to expand their reach and connect with a broader audience beyond their retail locations.

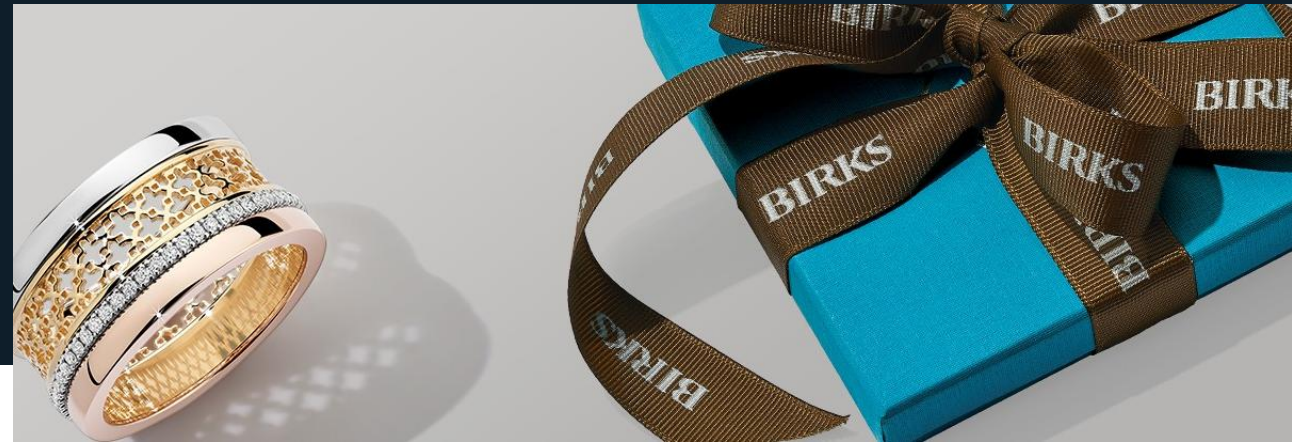
## STRATEGY

Birks, an eCommerce retailer, wanted to grow customer awareness, drive traffic, boost acquisition, improve retention, and increase sales.

To help them achieve these goals, Postmedia partnered with Birks to create a custom marketing plan. We took an omnichannel approach, using search engine marketing, social media, programmatic ads, and print to engage customers wherever they were most active. Our campaigns were designed to raise brand awareness, drive store visits, and increase conversions through prospecting, retargeting, and cross-channel strategies. Additionally, we leveraged Postmedia's first-party data to optimize performance and maximize ROI.

“*Being a luxury retailer, we pride ourselves in offering a luxury experience at every touch point. As we continue to build an omni-channel experience for our clientele, increasing our digital footprint and having a robust digital media strategy is of utmost importance. Our campaign's goal is to drive brand awareness within our target markets and drive qualified traffic to our e-commerce site and in-store traffic, the key piece is making sure our targeting is effective in our digital media strategy. Postmedia has understood our market and helped us refine our targeting to succeed in driving more qualified traffic. In our experience working with the Postmedia digital team, they have proven to be very professional and knowledgeable in the digital space. They are a result driven team who monitors key metrics to test and optimize results. We have a long-standing relationship with Postmedia as a provider of print media advertising. Since January 2020, we have a new relationship with Postmedia as our partnership for digital media. Postmedia has proven to be a strong partner for us in this space*”

*Katie Reusch, Director, Omni-Channel Marketing & Communications  
Birks Group*



## RESULTS

Postmedia's strategy played a crucial role in driving millions of dollars in direct online revenue and store visits, achieving a 3x-6x return on ad spend. In addition to boosting conversions, our campaigns generated over 50 million impressions, significantly increasing brand awareness. This approach resulted in thousands of store visits and millions in "add to cart" conversions. Partnering with Postmedia, Birks also gained valuable benefits, including an extra \$300,000 in print value and access to proprietary first-party data from our network. This included the integration of a data management platform, along with customized invoicing and reporting.

**5x**

RETURN ON SOCIAL AD SPEND

**30M+**

SOCIAL IMPRESSIONS SERVED

**8x**

AVERAGE CUSTOMER SPEND  
vs. COST OF ACQUISITION

**470K+**

CLICK THROUGH TO BRAND  
SITE

**4x**

HIGHER AVERAGE  
CONVERSION RATE ON  
SEARCH VS. BENCHMARK

**6x**

RETURN ON SEARCH AD  
SPEND

**3x**

RETURN ON PROGRAMMATIC  
AD SPEND

**50K+**

CONVERSIONS DRIVEN  
ADD TO CART, PRODUCT  
LANDING PAGES, STORE APPTS