

The Pocket Guide to

# Apparel Marketing



Gen Z, Mobile, and More

criteo.





From high fashion animal print trench coats to basic cotton underwear, the apparel industry keeps the world dressed and looking good from head-to-toe. Clothing, shoes, and fashion accessories like bags and jewelry all fall under the apparel umbrella, and we're buying them more than ever before. And though increasing competition, fast fashion, and direct-to-consumer sales are all complicating the game, the opportunity is huge for forward-looking brands that know what to plan for.

According to [Statista](#), the global apparel market is valued at \$1.39 trillion and is projected to grow to \$1.65 trillion in 2020. And [Shopify](#) says that worldwide revenue for the ecommerce fashion industry is expected to grow from \$481 billion in 2018 to a whopping \$713 billion in 2022. But, just as with almost every other retail category, there has been a monumental change in the apparel industry in terms of shopper behavior and expectations, especially over the last decade.

In this quick guide, we'll review the current lay of the land, and cover the top trends, research, and tips to make sure your apparel marketing plan is dressed for success.

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## More channels, more devices, and new voices



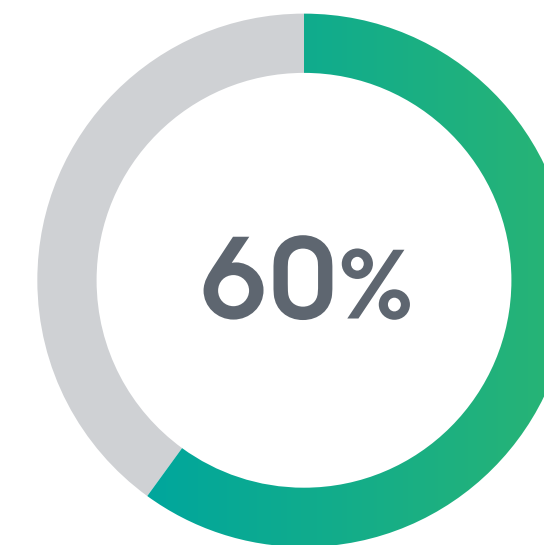
Though the end product hasn't changed much (they're still clothes after all... haute couture like [this](#) excluded), the ways in which shoppers can fill their closets has grown significantly. It's a multichannel world now where online, offline, mobile, and social are all used heavily, and often together as part of the path to purchase. Cross-device shopping is also the norm, with shoppers expecting retailers to keep up as they move from desktop to mobile and back again before making a purchase. And mobile usage continues to grow around world, becoming the go-to purchase channel in many regions.

The rise of [Generation Z](#) is also having a profound impact on apparel marketing. Despite their youth (16-24), they are a huge group with tremendous spending power and distinct behaviors and beliefs. Visual content trumps written content in a big way for Gen Z, which means that focusing on visual social media like Instagram, and video marketing are now a must for marketers.



Four in ten shoppers worldwide are using their mobile phones to compare prices while shopping inside a store.

Source: [GfK](#)

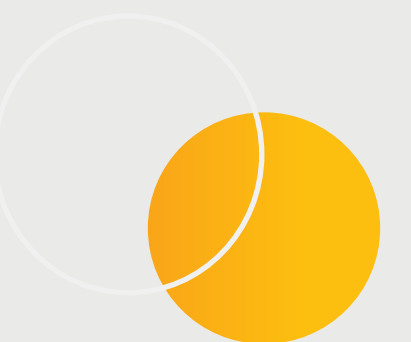


Nearly 60% of marketers' digital advertising budgets are allocated to digital video.

Source: [IAB Research](#)

Mobile accounts for **39%** of transactions in North America, and **51%** of transactions in Asia Pacific.

Source: [Criteo Global Commerce Review](#)



## Millennials and Gen Z: the “experience” generations.



There are more opportunities to connect today, but also more demands to deliver a memorable experience every step of the way. Millennials and Gen Z require a more authentic connection to brands—they’re wise to the advertising game. Forget product. Forget price. Now and for the foreseeable future, brand experience is everything. Here’s how this is playing out in the apparel industry right now:

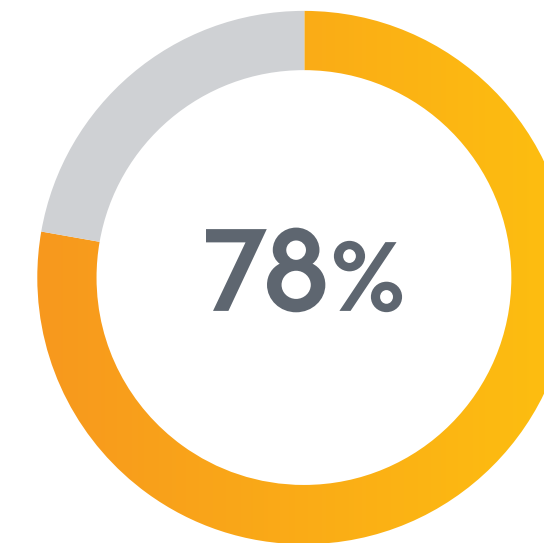
### **Every touchpoint is an opportunity to create a memorable experience.**

The path to purchase can be long and winding. To keep shoppers on the ride, it needs to be exceptional. As a result, brands are reimagining in-store experiences, adding excitement with [AR/VR experiences](#), and creating smart apps and AI innovations.

**Experiential marketing is hot.** Millennials and Gen Zers want to connect with brands on a more meaningful level. Brands are answering this call with [experiential marketing](#), a way to win the hearts and minds of shoppers not through product, but through unique, real-world experiences.

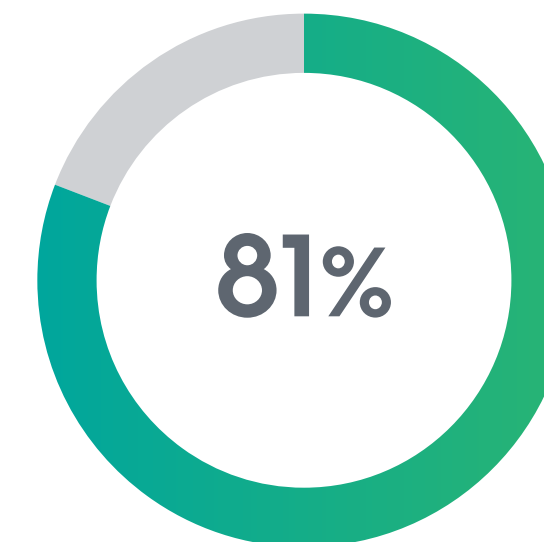
**Brands need to be real, and mission-driven.** The 16-34 year-old set has strong opinions and puts a high value on transparency and authenticity. They want to find brands and products with an honest voice that do more than just turn a profit, like these [mission-driven companies](#).

**Personalization is critical.** These generations expect brands to understand them—what they were shopping for, what device they’re on, what they might be interested next. They also value individuality, so the brands that speak to them on a singular level are the ones that are winning.



78% of Millennials would prefer to spend money on a desirable experience or event over buying something.

Source: [Eventbrite](#)



81% of consumers want brands to understand them better and know when and when not to approach them.

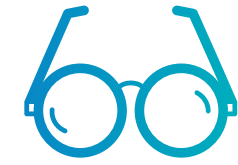
Source: [Accenture](#)

More than **9-in-10** Millennials would switch brands to one associated with a cause.

Source: [Cone Communications Millennial CSR Study](#)



## 3 trends to watch



What's on the horizon for the apparel industry?



**Social media, especially visually-focused networks like Instagram, will become even more important.**

Gen Z's penchant for visual content and desire for brand connection will drive apparel marketers to up their social media game.



**Mobile will become the primary purchase channel across the globe.**

As mobile reaches its saturation point around the world, and app growth continues, it will usurp desktop as the preferred way to buy something.



**Personalization will be the key to winning the customer experience game.**

Getting personalization right will mean continuing to fine-tune multichannel integration, and using data to better understand and serve shoppers. It will also mean adopting AI innovations like chatbots, virtual try-on apps, and voice shopping, and using AI to improve personalization, and site search.



We're not in the commodities  
business. We're in the experience  
business.

– Jeff Gennette, Macy's





# Top Takeaways for Apparel Marketers

## Revisit and revise your social strategy.

Instagram, YouTube, and Facebook are all key platforms for the apparel industry. If you aren't on these networks, start building out your presence ASAP. If you are, ask yourself these questions: Are you engaging with your followers in a way that makes you seem real, honest, and human? Are you being transparent about your products and your company? Are you creating highly engaging visual content? Is everything shoppable, so followers can browse and buy right from the social network?

Adding a social retargeting campaign is also a valuable way to create multichannel connections with shoppers. Once shoppers leave your site, you can reach them on Facebook and Instagram with personalized ads based on prior engagement and purchase intent. Criteo Dynamic Retargeting for Facebook and Instagram can help you achieve unmatched performance by offering a granular understanding of each shopper's complete web journey and real-time purchase intent, from mobile and in-app to desktop. Current clients using Criteo Dynamic Retargeting on Facebook and Instagram see an average of 12% sales uplift across all their retargeting campaigns.

Video retargeting will be key as well, since 23 hours of video content is streamed per week by Gen Z alone.





# Top Takeaways for Apparel Marketers

## Put the app in apparel.

Our [Global Commerce Review](#) showed that, in most world regions, for retailers with a shopping app, mobile now accounts for 65% of online transactions and in-app share of sales continues to grow. That's no surprise, since app conversion rates are as much as 5 times higher than on mobile web across the world. Based on current trends observed in 2018, we expect the share of mobile to keep increasing, especially the share of transactions from apps for retailers who have them.

It's clear that the app opportunity is huge. But according to a Localytics report, around 1 in 4 people abandon apps after one use. Without a strategy to actively engage your app downloaders, installed base usage can quickly decrease. Apps that fail to engage users and sit unused are eventually deleted, and the opportunity to engage high value users is lost.

To maximize the potential of your app, consider [app retargeting](#) to bring lapsed users back, as well as to maintain active usage. Continuously learning from 1.4 billion shoppers a month, only [Criteo App Retargeting](#) entices each user with dynamic mobile ads from your entire product catalog – all optimized in real time for individual purchase intent and browsing context.





# Top Takeaways for Apparel Marketers

## Get the data you need to deliver personalized experiences.

Millennials and Gen Z, in particular, are more likely to ignore ads or use ad blockers, so when you want to reach them, you need to get it right. That means highly personalized ads with the right design, in the right place, at the right time. That also means being able to recognize shoppers across channels and devices and deliver seamless communications.

This level of personalization requires a huge amount of data and sophisticated AI to analyze and act on that data. With [Criteo Audience Match](#), you can use CRM data to identify and reach your audiences online with dynamic ads. Criteo Audience Match works with [Criteo Shopper Graph](#) – the world's largest open shopper data set, to deliver market-leading match rates. And it's powered by the Criteo Engine, which uses advanced machine learning to analyze insights on over 1.4 billion active monthly shoppers and more than \$615 billion ecommerce transactions every year.





## Spotlight on Le Slip Français

**2.5x Increase in Investment. Improvements in all key Metrics.**  
Here's how Le Slip Français did it.



With **Criteo Dynamic Retargeting** and **Criteo Audience Match**, Le Slip Français effectively retargeted its customers with ROI-based strategies. Criteo's unique inventory, flexible bidding strategies, and a finer level of detail allowed Le Slip Français to continuously improve performance.

With **Kinetic Design**, Criteo's dynamic creative optimization technology, Le Slip Français ensured brand consistency in terms of visuals and tone across all creatives, while also delivering the right ad for every device, for every context, and for every stage of the shopper journey.

The transparent and granular reports enabled Le Slip Français to fine tune optimization of the campaigns and use Criteo's data to inform their overall strategy.



Improvements in all key metrics YOY, including CTR, CPC, Avg. Cart, and COS

**2.5x**

Improvements in clicks, sales, and order value outpaced the 2.5x increase in investment vs. Y1



Criteo helped us to enhance our two main objectives which are branding & performance. Thanks to the Criteo solutions we continuously improved our performances year on year. We are growing very quickly and Criteo is the best provider to accompany us in our new challenges.

– Robin Cros, Head of Acquisition, Le Slip Français





## If clothes make the man (or woman), data makes the marketing plan.



Apparel brands that want to stay in fashion will use data to set themselves apart. With enough data and the right tools, a personalized omnichannel experience is possible for every shopper. And just like with clothing, nothing else comes close to the piece tailored just for you. Today's and tomorrow's shoppers have high expectations—personalization will be the key to meeting and exceeding them.





# About Criteo



Criteo (NASDAQ: CRTO) is the advertising platform for the open Internet, an ecosystem that favors neutrality, transparency and inclusiveness. 2,700 Criteo team members partner with over 18,000 customers and thousands of publishers around the globe to deliver effective advertising across all channels, by applying advanced machine learning to unparalleled data sets. Criteo empowers companies of all sizes with the technology they need to better know and serve their customers.

For more marketing tips, tricks, and tactics, visit [criteo.com/insights](https://criteo.com/insights).

Like data? Check out our [interactive sales dashboard](#).

