

# Clothes Show Live

## Challenge:

Clothes Show Live is the largest consumer fashion event in the UK.

Our Challenge was to maximise the number of people who visited their competition app.



CLOTHES  
SHOW LIVE

BE AT THE  
HEART OF  
BRITISH  
FASHION

# What we did:

## Social media optimisation

We developed 4 different creatives in house and matched them with 5 different subject lines using our Facemail product.

Having sent these out as a test, we took the most responsive creative and subject line combination to officially roll out.



# Outcome:

12% Open Rate, 8% Click Through Rate. To put these figures into perspective, the results were 300% better than previous warm emails to the Clothes Show Live base.

Furthermore, the Facemails helped to increase their number of Facebook 'likes' by 20% in 2 days.

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