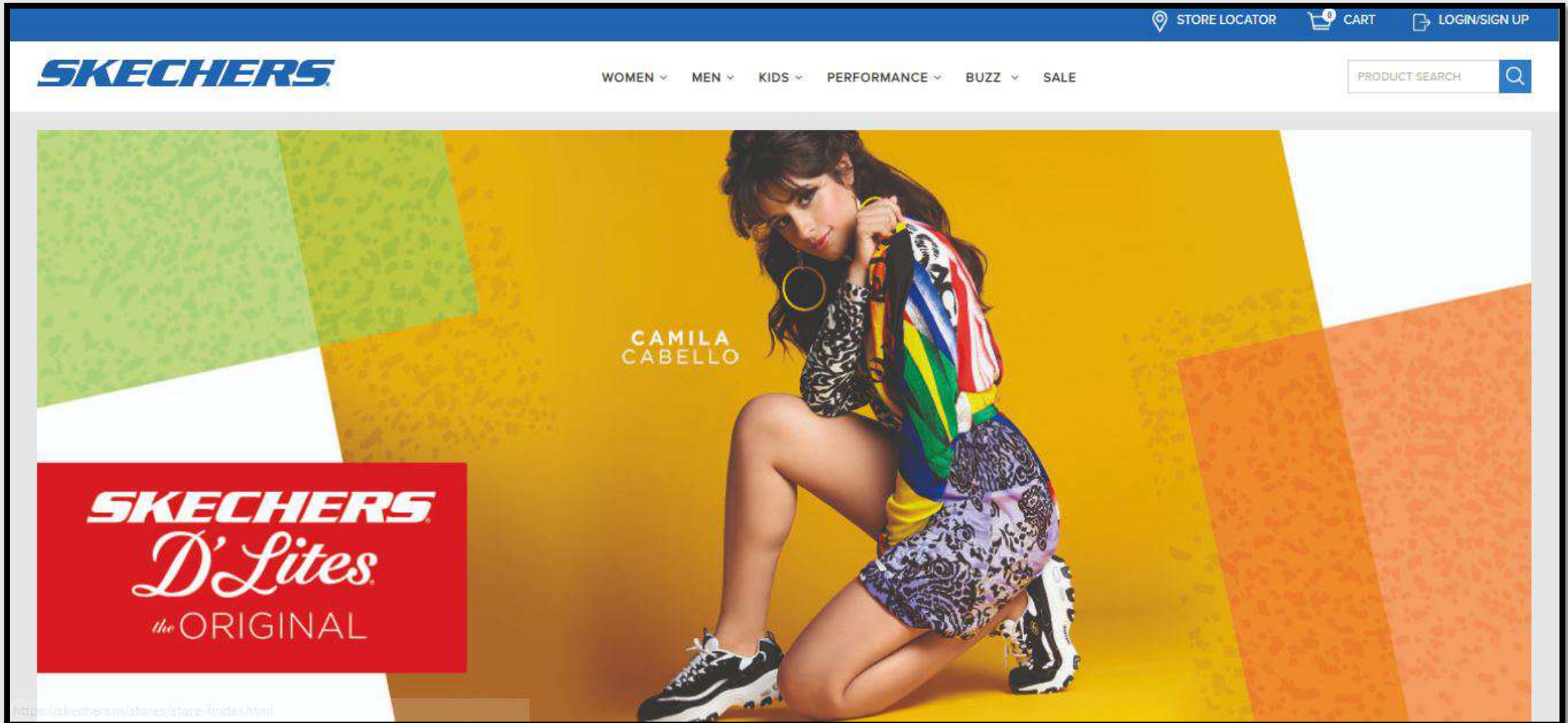




Key Digital Properties & web promotions

Websites & eCommerce Presence

Launched the Skechers Ecommerce Website – www.skechers.in in October 2018



KEY OBJECTIVE

- To drive sales for ecommerce website, we led marketing promotions on the below platforms:



SEO & SEM
(KEYWORD
TARGETING)

SOCIAL MEDIA

AFFILIATE
MARKETING

SMS & EMAIL
MARKETING

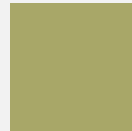
Results



Gained a revenue of over USD 150,000 in the first year.



We saw a traffic of over 1.2MN people on our website in it's first year of launch.



75 keywords of Skechers ranked on the first page in the first 6 months.



We received a ROAS of 3% on Google Ad words & Display campaigns.

Launch of Kids Summer Camp Website

Campaign Period: April – May 2018

Objective:

To promote Fitness and create brand awareness of the kids category and connect them to the brand from an early age.

The Kids Camp is organized across 7 locations in 6 cities in India.

Registration Page at www.kidscamp.skechersindia.com



Banner Ads on Google (SEM + Display), Fb, Instagram and twitter

We received over 1500 registrations online for the event.

Total Reach – 1.4 MN (Facebook, Google, Instagram & Twitter)

Total Engagement - 7%

Launch of Skechers GORUN CLUB Website



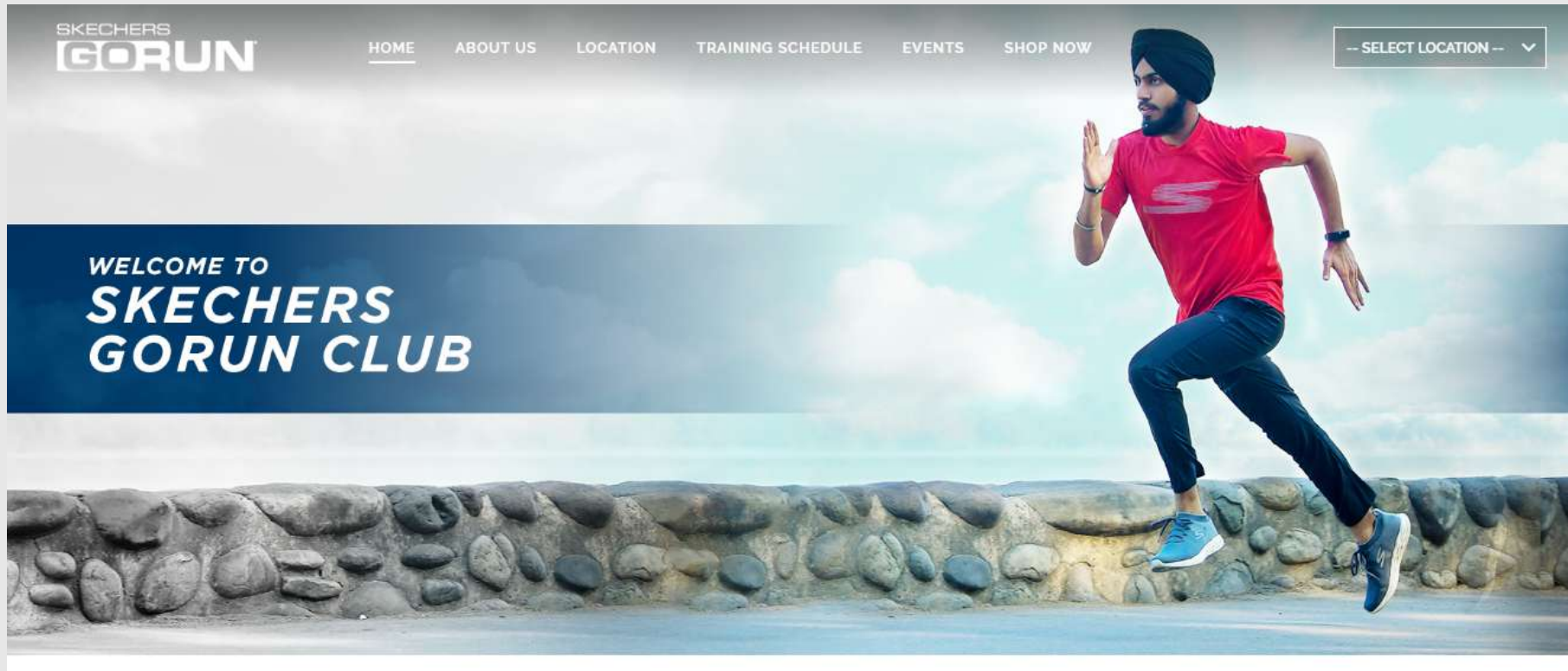
Key Objective:



To promote our run clubs which are held in 8 cities across India. They promote fitness and train the runners for competitive runs and encourage them to stay fit throughout the year. We aim to build a community of runners and encourage them to join Skechers run clubs through these practice runs.



To gain weekly registrations for our run clubs online through social media & google.



RESULTS:

- Received over 35K+ new registrations in a span of a year for all our locations.
- Gained footfall of about 40% in our run clubs (weekly).
- Promoted it on Social, Google & remarketed to our running database.
- Achieved a Cost per registration of USD 0.60 from USD 1.25.

LAUNCH OF SKECHERS WALKATHON WEBSITE

(WWW.SKECHERSWALKATHON.IN)



ABOUT SKECHERS PERFORMANCE WALKATHON 2019

Skechers Performance comprises the famous GOWALK category, a range of shoes made especially for walking. To celebrate this range, we bring to you a platform for professional and amateur walkers alike - the Skechers Performance Mumbai Walkathon.

Objective

- Skechers Performance comprises the famous GOWALK category, a range of shoes made especially for walking. To celebrate this range, we bring to you a platform for professional and amateur walkers alike - the Skechers Performance Mumbai Walkathon. Therefore, we had to drive registrations through the website for the below categories:
- The following categories are available for participation:
- An 8 km Competitive timed walk is conducted for participants aged 18 years and above. This is the most intense form for experienced walkers.
- A 5 km Power walk for aspiring people to take up walking as a sport.
- A 3 km Fun walk is the most enjoyable category aimed for kids to introduce them to the sport, although it's all about having fun with your family & friends!

Results



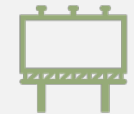
We achieved to gain over 5K registrations across all categories.



We promoted it heavily on Instagram, Facebook, Google Search and InShorts (news app) & Fitness app such as Step Set Go (Fitness app).



We saw a traffic of over 200,000 people on our website.



We promoted the campaign through celebrities,

E-COMMERCE
PROMOTIONS



Adi Ranupriya (2 messages). Push for this as well

Dushyant Puma: Pending 2018 appointments

MIN. 50% OFF

Bata
UNDER ₹999

CARLTON
LONDON
MIN. 65% OFF

SS '19 JUST LAUNCHED

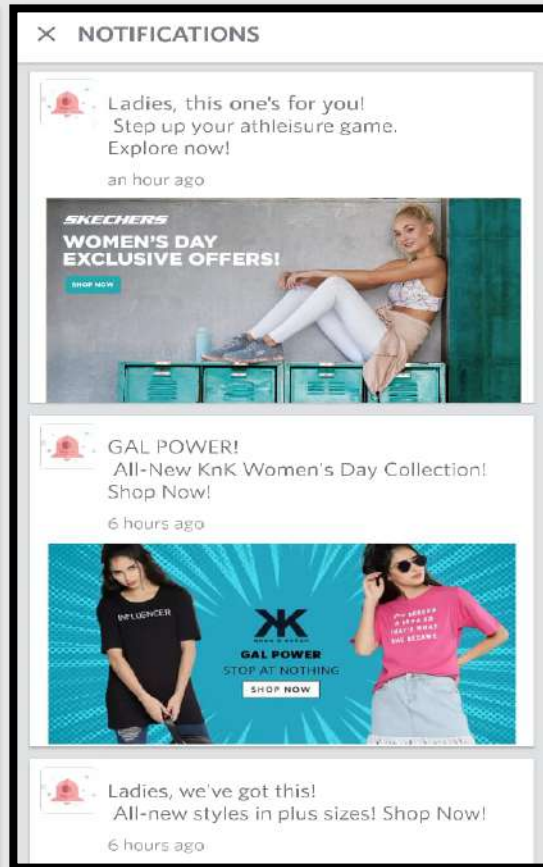
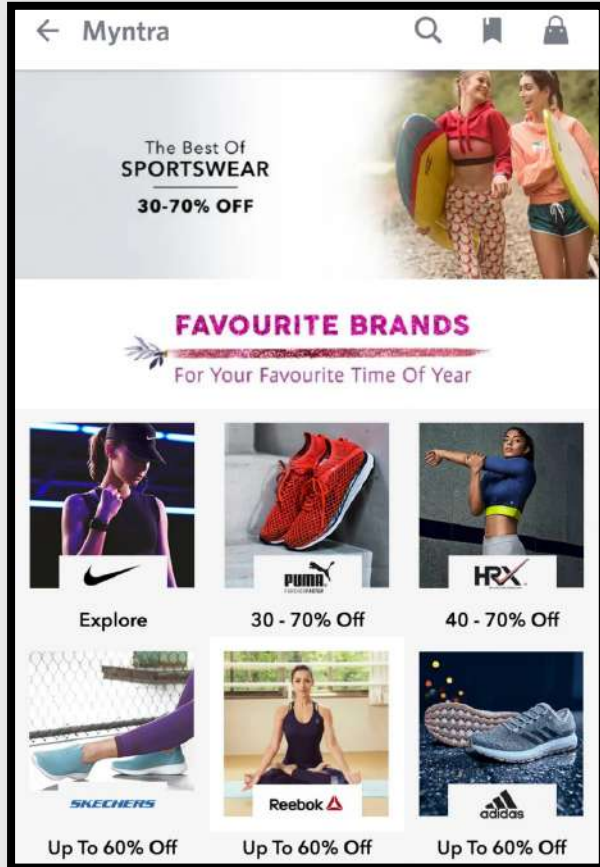
New Arrivals

SKECHERS
WOMEN'S DAY EXCLUSIVE OFFERS!
SHOP NOW

Celebrate Who You Are With
OUR FASHION FAVOURITES

WOMEN'S DAY CAMPAIGN ON FLIPKART - To drive sales & visibility

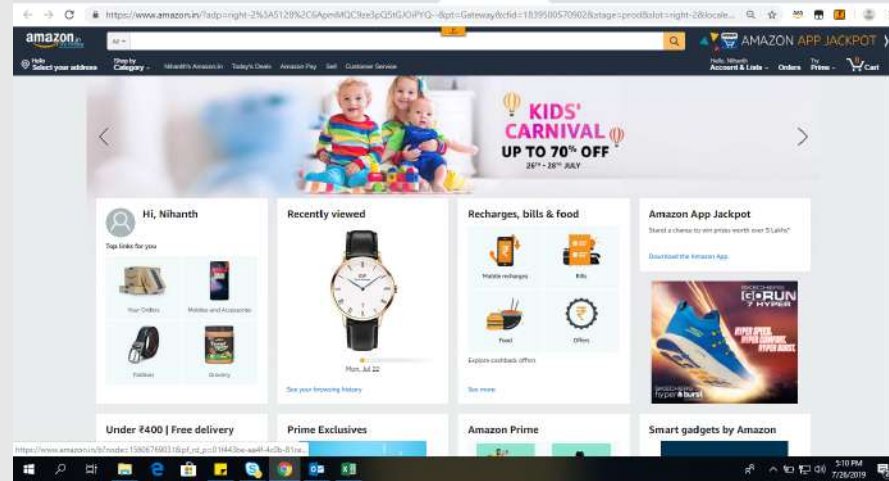
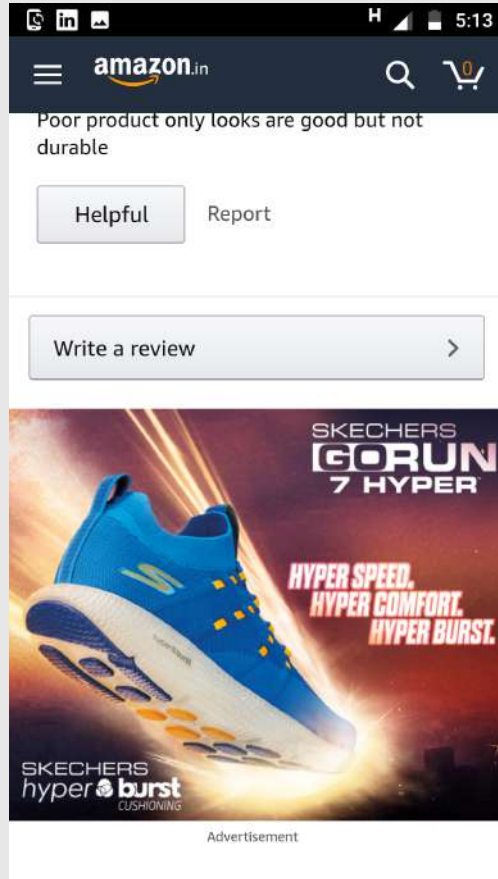
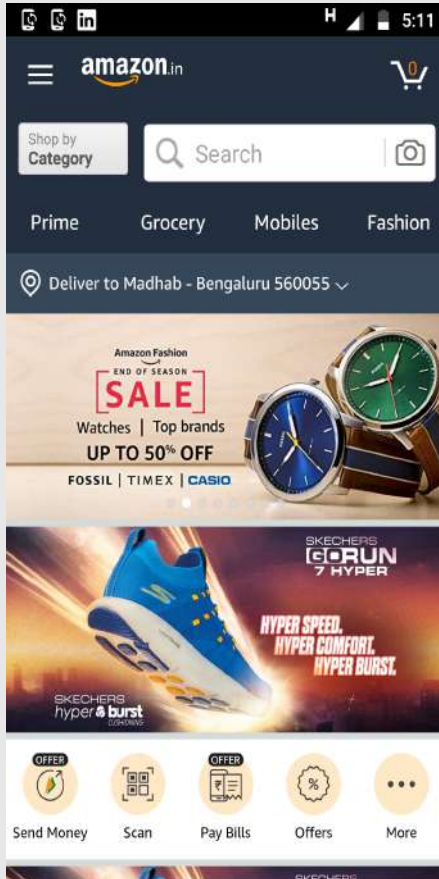
Impression	Views	Clicks	CTR	ROAS
4.7MN+	1.2MN+	110K+	9%	8%



WOMEN'S DAY CAMPAIGN ON MYNTRA - To drive sales & visibility

Impressions	Clicks	CTR
1.8 MN+	15K+	1.12%

SKECHERS GORUN 7 campaign on Amazon – To drive awareness & sales



	Imp.	Reach	Click-throughs	CTR	Total units sold	Total ROAS
Total	1.7 MN	0.9 MN	112K+	5.9%	1,322	7.77%

Type of Campaigns	Impressions	Clicks	Orders	Revenue	ACOS(%)
Brand Keywords + Products with a higher inventory	15MN+	800K+	60K+	\$1.1MN+	4%

AMAZON CPC (KEYWORDS) CAMPAIGNS

Launched Amazon Store for Skechers

- Received over 15k+ orders in a span of 4 months organically.
- Drove various campaigns and creatives for different products.

