



Reitmans runs a rich media campaign for athleisure wear

Reitmans

Company Overview

Reitmans is a Canadian legacy in retail fashion, specializing in women's clothing, with three premium brands: Reitmans, Penningtons, and RW&CO.

“Having the ability to showcase all the potential of Hyba clothing in a rich format banner was a great opportunity for Reitmans. We found in Quantcast the right partner to execute and deliver outstanding results.”



SEBASTIAN YAHER
E-COMMERCE AND DIGITAL STRATEGY DIRECTOR, REITMANS

CHALLENGE

With many retailers adjusting to the new shopping habits of their customers due to COVID-19, and more and more people looking for athleisure and activewear, Reitmans wanted to drive awareness amongst their desired demographic with low frequency but maximum reach. In addition, Reitmans wanted to launch their technical activewear line, Hyba, and were looking for a solution that would highlight the different product styles.

SOLUTION

Reitmans worked with the agency Adviso and Quantcast’s Creative Solutions Team to execute their creative work in an impactful way. They leveraged Quantcast’s lightbox ad unit as an engaging way to reach their target demographic. This solution allowed customers to interact through the advertisement without having to click through to the website. With a vast majority of programmatic media running with standard, non-expandable IAB sizes, Quantcast was the optimal partner to help drive this solution.

RESULTS

Reitmans successfully drove awareness of their technical athleisure wear amongst their desired demographic, hitting above all their set benchmarks. They achieved an engagement rate of 0.25% (139% better than their benchmark goal) and engaged click-through rate of 37% (7x higher than their benchmark goal). Their interaction rate was 7.6%, significantly higher than the industry benchmark goal of 3%, and their dwell time of 17s was also significantly higher than the industry benchmark of 9s.

HIGHLIGHTS



+139%

better than
engagement rate
goal



7x

higher than engaged
CTR goal