

MOBILE

## Net-A-Porter limits fall fashion wait time with shipping offer

August 26, 2014



*Model seen in Net-A-Porter's mobile effort*

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By JEN KING

Online retailer Net-A-Porter is helping affluent consumers transition their wardrobes from summer to fall quickly with a limited-time, free next-day shipping promotion.

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**Luxury Daily**

As many consumers look to purchase new pieces for the upcoming season, the wait time to receive packages can put a damper on being the first to wear apparel from the latest fall collections. To appease these woes, Net-A-Porter placed mobile advertisements on New York magazine's The Cut to make acquiring fall fashions easier, and most importantly, faster.

"It's a fact that a massive shift is happening in retail with consumers preferring to shop online versus having to walk in to a store," said Gay Gabrielska, vice president of media at [HipCricket](#), Bellevue, WA.

"At the end of the day, we are a society that is built on instant gratification especially when it comes to shopping," she said.

"Net-A-Porter is inspiring women to act on their impulses by rewarding them with free next-day shipping and being one step closer to completing their wardrobe for the new

season."

Ms. Gabrilka is not affiliated with Net-A-Porter, but agreed to comment as an industry expert.

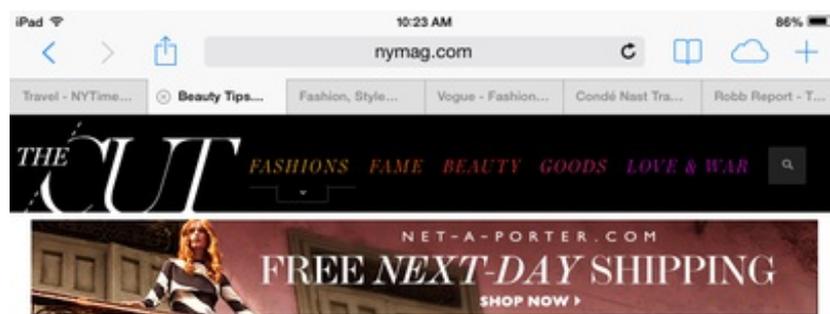
Net-A-Porter did not respond by press deadline.

Must-haves first

With anticipation for fall fashion collections high, affluent consumers aim to be the first to acquire the latest styles before others as a way to affirm their status. By limiting the wait time for such items to arrive, Net-A-Porter is likely to see an increase in Web traffic as consumers are attracted to the shipping offer.

Net-A-Porter looked to The Cut to promote its limited-time free shipping option among the blog's fashion-forward audience. The retailer placed the effort three times to ensure that the message was noticed by readers.

The first, found in the banner position, shows a woman in a black, white and tan striped Gucci dress standing on a balcony. Text to her right shows the Net-A-Porter.com logo and "free next-day shopping" in large letters with "next-day" italicized along with a small shop now prompt.



# BEAUTY

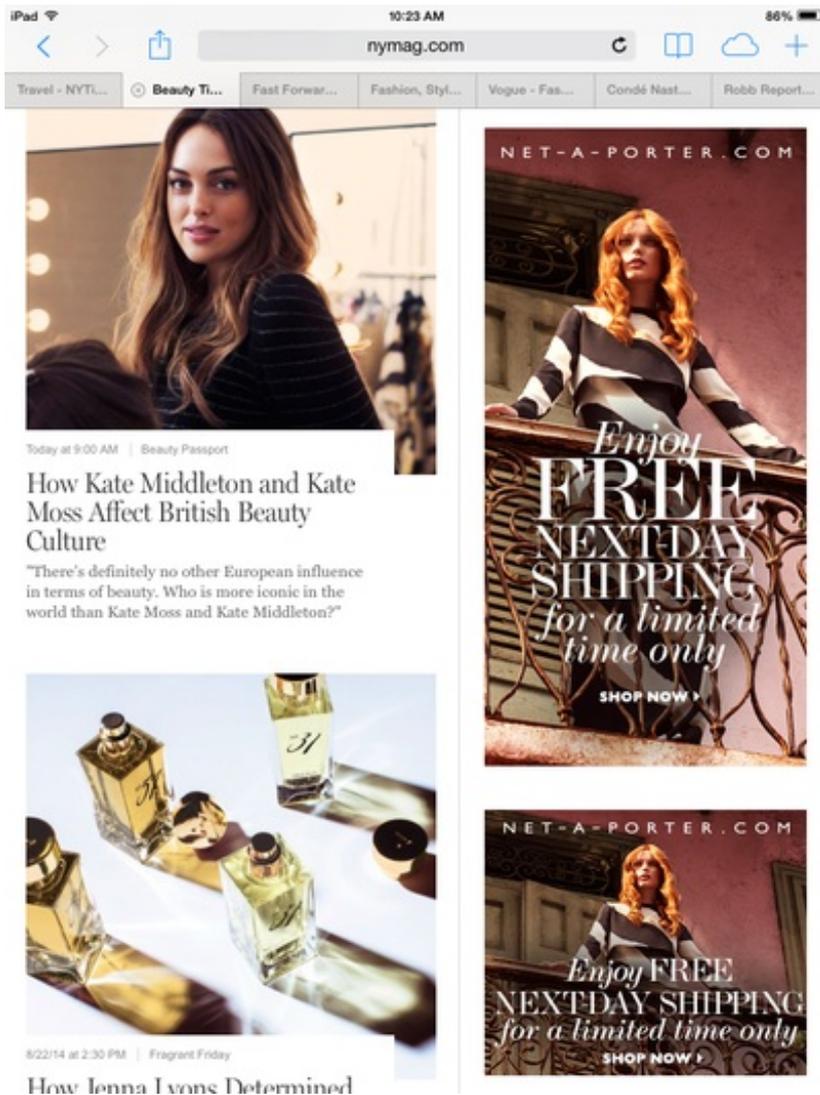


LAB RAT  
A Face Brush for Sensitive, Princess Skin  
BY KATHLEEN HOU

*Net-A-Porter's banner ad on The Cut*

Net-A-Porter's sidebar ads are positioned close together but show different sizes of the model seen in the banner effort. The first of the side ads notes that the free next-day shipping offer is only available for a limited-time while the second includes the same text

but differs in sizing.



*Net-A-Porter's sidebar ads for free, next-day shipping*

The British online retailer's repetitive approach may seem a bit overbearing for consumers reading The Cut, but it may serve as research for Net-A-Porter.

"The use of the same ad seems redundant and will unlikely result in more click-throughs," Ms. Gabrielska said. "However, Net-A-Porter has a great opportunity to take advantage of the insight and understanding about which ad sizes are driving more traffic and from what device consumers are using.

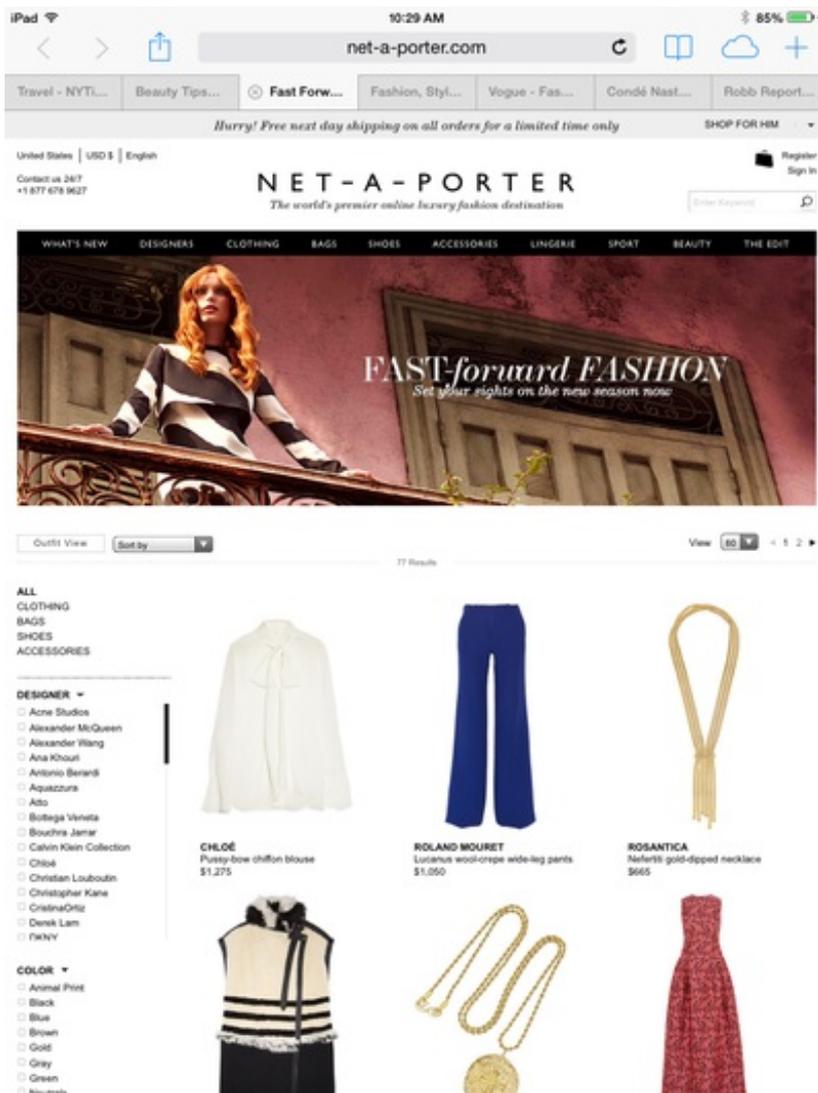
"This data can then be applied to optimize future mobile ad campaigns," she said.

A click-through on either of the three ads lands on Net-A-Porter's Web site. For effort consistency, the model from the mobile ads is shown again at the top of the ecommerce page.

Although the image is the same, the text reads "Fast-forward fashion" and in smaller font "Set your sights on the new seasons now." Below, the consumer can shop 77 items from various fall 2014 collections.

Items range from Christian Louboutin python and patent-leather ankle boots to a Nina Ricci leather shoulder bag to the Gucci dress featured in the promotional ads. Brands

represented include Lanvin, Emilio Pucci, Valentino, Alexander McQueen, Versace and Missoni.



*Items available on Net-A-Porter for free, next-day shipping*

When an item from the listing is selected and placed in the shopping cart for purchase, the free shipping is automatically applied. By not having to remember to enter a code to receive the offer, consumers will have a better experience with Net-A-Porter and are more likely to return for future purchases.

### Smart shipping

Net-A-Porter has looked to mobile ads to promote shipping offers in the past. These offers show that the retailer understands the habits and likes of its consumers and strives to create a rewarding experience.

For instance, Net-A-Porter pushed for last-minute Memorial Day orders with a banner ad on The New York Times' mobile Web site.

Net-A-Porter's ad led to a selection of items that it deemed appropriate for a hot day in the city. By featuring seasonal attire as consumers were planning their trips, Net-A-Porter was likely able to appeal to New Yorkers who used its same-day shipping in the city to make final purchases before exiting for the weekend (see story).

Also, Net-A-Porter extended its same-day delivery service in the New York area just as consumers were worried about receiving all of their purchased gifts in time.

Net-A-Porter pushed back the cut off time for its same-day delivery to 10 a.m. on Christmas Eve, giving consumers another retail option for their last-minute gift purchases. By offering speedy expedited delivery, Net-A-Porter was able to compete with bricks-and-mortar retailers for the holiday shopping rush in the days before Christmas ([see story](#)).

By lessening the wait time between purchase and delivery, Net-A-Porter may see an increase a return shoppers.

"Free shipping has evolved to the point that it's no longer a nice to have, but rather an expectation from consumers," Ms. Gabriliska said.

"A recent study by UPS and Comscore highlighted that 83 percent of consumers said they were willing to wait an additional two days or more if it meant they didn't have to pay shipping," she said.

"Net-A-Porter is a high-end online marketplace that is out of reach for many people. By offering free next day shipping, they are upping their game with the likely goal of broadening their audience and gaining repeat customers."

Final Take

*Jen King, lead reporter on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/29aLrLhV2UM](https://www.youtube.com/embed/29aLrLhV2UM)

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