

ADVERTISING

Condé Nast enables shoppable ads to boost consumer engagement

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Ms. King for Dolce & Gabbana's Dolce

By SARAH JONES

Condé Nast is launching shoppable banner advertisements for luxury beauty marketers, such as Gucci and Dolce & Gabbana to reach consumers and get conversions without leaving content pages.



In the next few days, the first ads using Shopbeam's AdShops technology will appear on the digital versions of Allure magazine, letting readers shop directly from the ad without leaving the page. As brands struggle to find ways to rise above the traditional banner ad, allowing this level of customer interaction will help get consumers engaged.

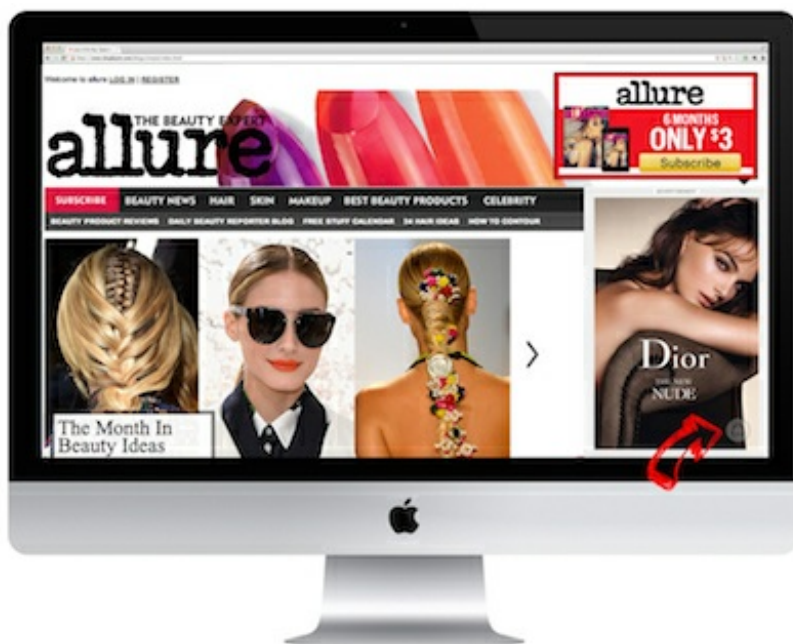
"Shoppable ads not only increase the value of [a publication's] advertisement offerings, it helps them build a better relationship with advertising brands," said Jimmy Donlon, vice president of business development at [Shopbeam](#), New York.

"Brands see increased value in their advertising efforts and publications increase conversions, earn additional revenue and keep readers on their sites longer," he said. "Publications also are able to offer their readers an interactive, useful experience in advertiser curated ads that keep them coming back and using the magazine as their go-to

source for fashion information and shopping."

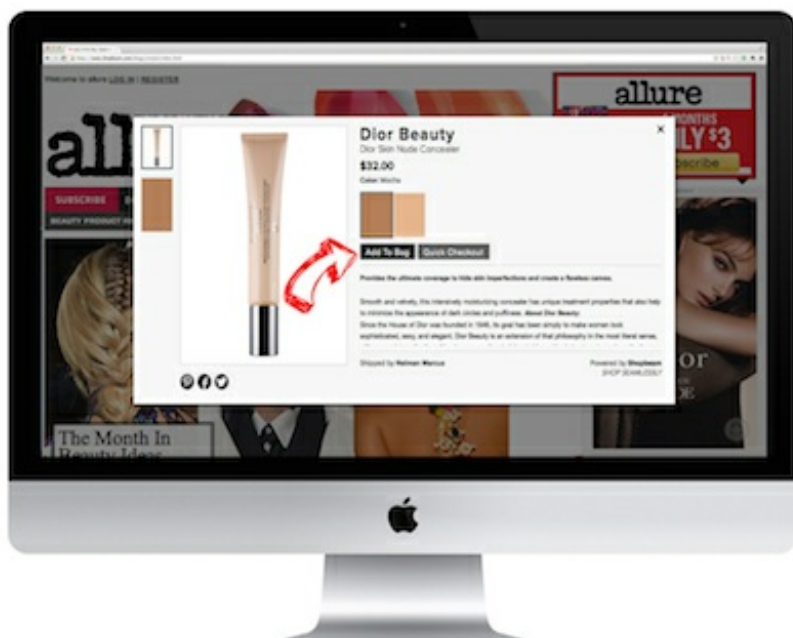
Click to shop

The ads appear in the same format as a banner or side ad, but include a small shopping bag icon telling consumers that the ad is shoppable.



Example of AdShops Dior ad

When clicked, the ads bring up a pop-up window with the product details. From this window, consumers can add the item to their cart.

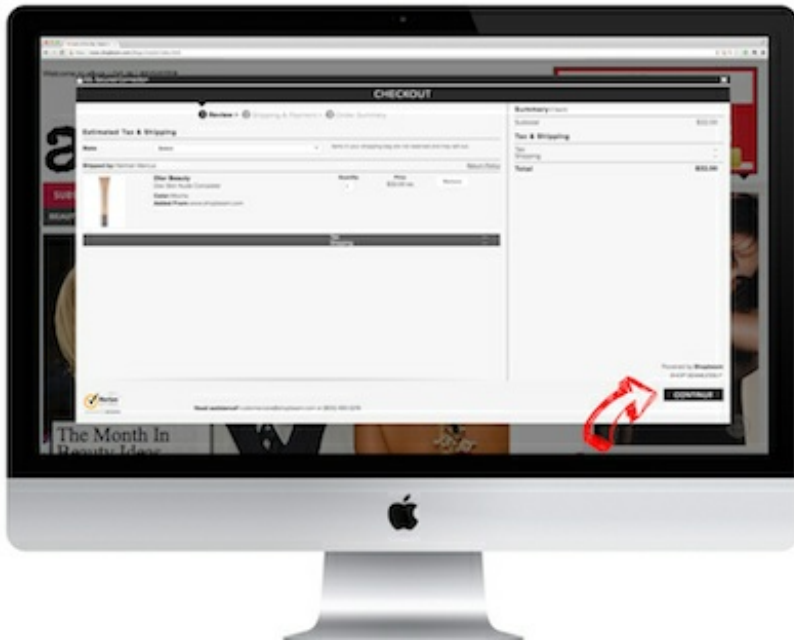


Example of AdShops Dior ad

The cart is then visible at the bottom of the page. AdShops uses a universal checkout, so the cart travels with the consumer across different publications that have the toolkit installed, even if within a different publishing house.

Once they are ready to checkout, consumers can pay once for all of the items added, even if they are from different retailers.

Through AdShops, brands see a higher conversion rate and higher engagement. Shopbeam provides analytics in real-time for brands to track their progress.



Example of AdShops checkout

AdShops is also launching with Penske Media Corporation, which owns Variety, Hollywood Life and Women's Wear Daily.

An interactive demo can be viewed [here](#).

"We see consumers using these ads initially for the convenient shopping experience, however, we see them increasingly sharing products on social media for peer feedback and building 'wish lists' when this feature becomes available," Mr. Donlon said.

Innovation

Other brands have tested shoppable features on magazines' Web sites.

The L'Oreal Luxe brands have found success in placing a shoppable widget within online editorial content, such as a magazine's Web site. The ad contains all of the checkout process, so the user does not have to leave the page to make the purchase ([see story](#)).

The standard banner ad is ineffective, and brands are beginning to innovate to get consumers to click and engage.

Conveying the essence of a campaign through a mobile banner advertisement can be stifling, but many brands are finding inventive ways to get around this stumbling block, according to a session March 26 at ad:tech San Francisco 2014.

The "Beyond the Banner: Making Money with Mobile" session discussed the steps that marketers should take when looking to monetize an ad and explored alternatives to traditional assumptions. Using The Weather Channel's groundbreaking ad solutions as a backdrop, the session called for a more calculated approach than one-size fits all ([see story](#)).

In addition to the monetary benefits of having a shoppable ad, these can provide helpful customer data.

"AdShops is the 'next-gen' brand impression for advertisers, as they can curate multiple products made shoppable in gift guide banners, trending product banners and ads featuring full collections of new seasonal product," Mr. Donlon said. "Brands will certainly earn incremental revenue from ads and will acquire new customers from shoppable ads, however the increased visibility and availability of their products across all participating media sites is the most immediate benefit to launching campaigns powered by Shopbeam.

"They'll also gain visibility into consumer behavior and interaction with ads, getting access to valuable customer metrics that can improve their advertising programs."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/k93svV06lQc](https://www.youtube.com/embed/k93svV06lQc)

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