

MOBILE

Net-A-Porter gives readers options with searchable mobile ad

April 23, 2015



Promotional image for Net-A-Porter premier delivery service

By SARAH JONES

Online retailer Net-A-Porter is letting consumers customize their experience through an interactive display advertisement on Harper's Bazaar's mobile-optimized site.



Included within the brand's ad is a search bar, which asks consumers to type a keyword, which will be the basis of their landing page experience. For a multi-brand retailer, this approach lets consumers shop only what interests them, rather than wading through a landing page of pre-selected items.

"The more steps you add to a checkout process in mobile the fewer conversions you'll net," said Shuli Lowy, marketing director at [Ping Mobile](#), Beverly Hills, CA. "The general rule that mobile marketers follow is that for every additional page you add to the process you're going to see a 50 percent drop off.

"Another challenge retailers see within mobile is that the small screens make it difficult to browse through large pools of products," she said. "Furthermore, bringing a consumer to a page with a ton of products can also slow down the load speed, making the consumer more likely to drop off.

"Net-A-Porter's ad confronts both of these issues with a creative approach. Creating a search add on to an ad creates one less step for the consumer in the path to purchase.

"Additionally, instead of bringing the consumer to a page with a ton of products that need to load, the consumer is immediately brought to a page that just has the products she is interested in. That makes it easier for the consumer to browse through a digestible amount of products and also reduces the load time of the page."

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

Net-A-Porter was unable to comment directly before press deadline.

Piquing interest

Net-A-Porter's ad appeared on the homepage of Harper's Bazaar between content. The black-and-white image from the brand's spring campaign shows model Daria Werbowy reclining among pillows.



LISTEN TO KURT COBAIN'S HAUNTING, NEVER-BEFORE-HEARD BEATLES COVER

"And I Love Her" sounds very different in his hands. By Diana Bruk

NET-A-PORTER.COM

Free shipping and returns within the US

SHOP NOW >

WHAT ARE YOU LOOKING FOR? 🔍

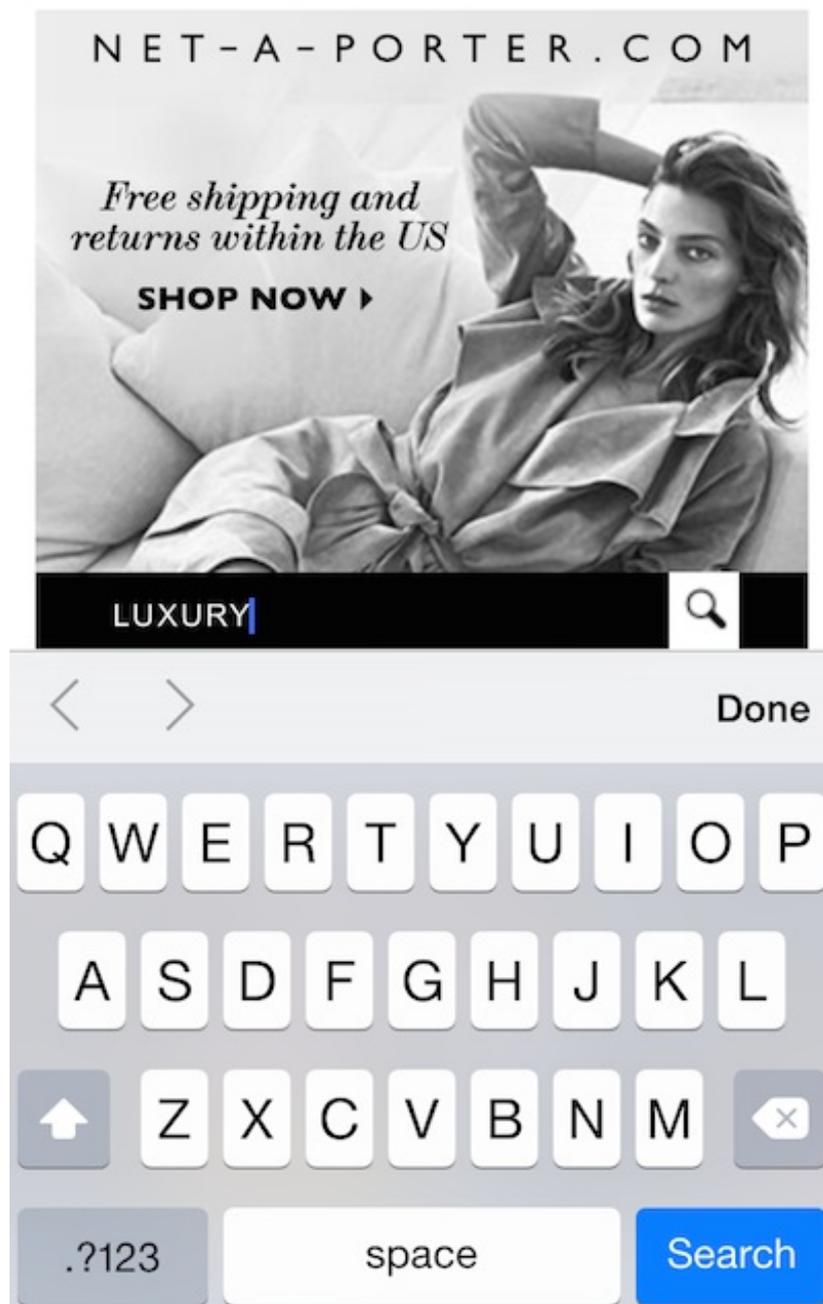
Net-A-Porter ad on Harper's Bazaar

At the top of the ad is the retailer's name. Text opposite the model tells of the free shipping

and returns available for U.S. customers, and includes the call-to-action to “shop now.”

Along the bottom of the display ad is a black search bar, which asks the reader “What are you looking for?”

When the consumer clicks on the search bar, the phone’s keyboard appears, and they can type a keyword into the box. This includes predictive text, filling in the remainder of a brand name for consumers, particularly helpful when trying to type on a mobile device keyboard.

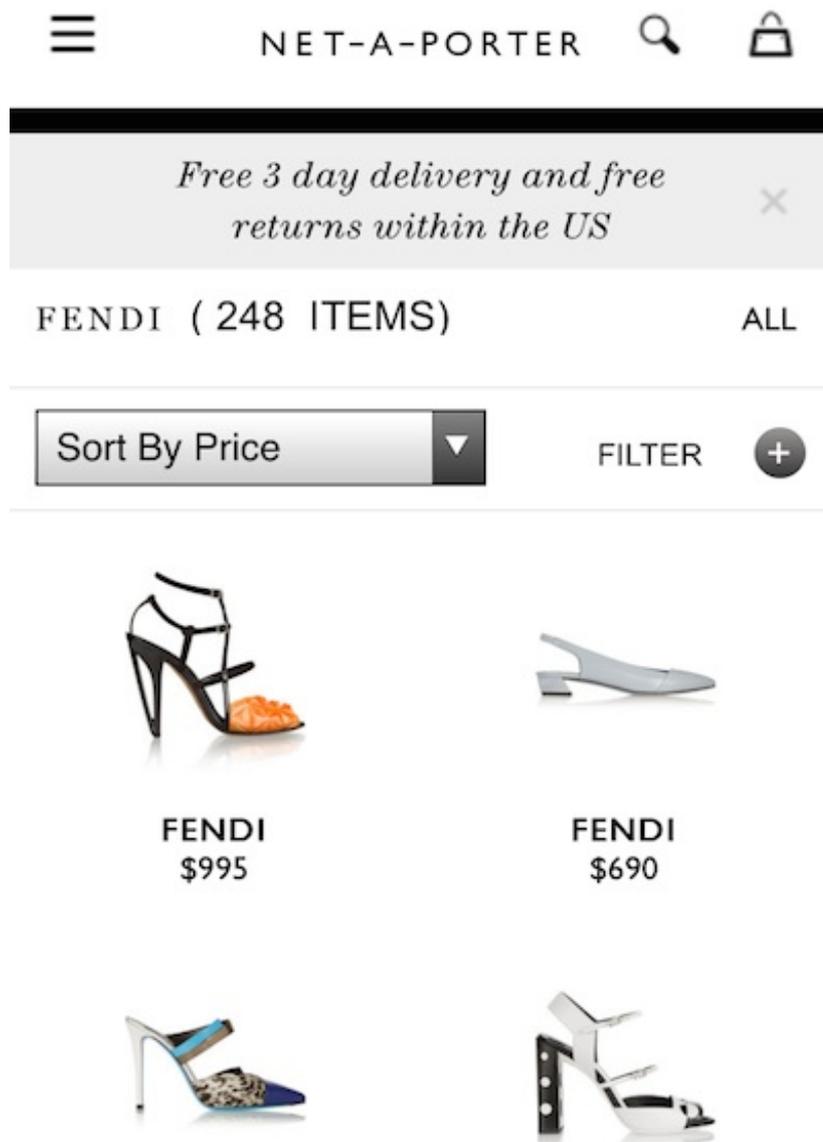


Screenshot of Net-A-Porter ad

After the keyword is entered, the consumer can click the magnifying glass icon to search for their desired product.

This brings up a relevant page of results, much like searching directly on Net-A-Porter’s Web site. For instance, typing “Fendi” will create a customized landing page of Fendi

merchandise, including apparel, handbags, accessories and shoes.



Screenshot of sample landing page

In addition to providing a service for consumers, this is a way for Net-A-Porter to learn about its specific audience on Harper's Bazaar, giving the retailer insights on what brands or product types are most of interest.

Interaction before action

Other brands have used interactive mobile ads to give consumers an experience before they venture away from the content site.

For instance, French fashion house Chanel is attracting consumer attention for its fall handbags with an interactive mobile advertisement on New York magazine's The Cut blog.

Featuring brightly colored tiles, the banner ad lets consumers click to view pop-out imagery of the label's fall/winter 2014 handbags. Letting consumers interact with an ad before clicking through may help sway them to leave a content page ([see story](#)).

This mobile effort fits with Net-A-Porter's service-oriented ecommerce presence.

The online purchase funnel is rife with places for consumers to abandon carts, according to an executive from Net-A-Porter at Luxury Retail Summit: Holiday Focus Sept. 9.

Ecommerce quality ranges widely in the luxury space, and brands that have slow load times or inadequate product pages are losing consumers around the world. As an online-only retailer, Net-A-Porter seeks to smooth out every aspect of the customer experience ([see story](#)).

"Net-A-Porter understands that as a luxury retailer consumers expect a luxury digital experience," Ms. Lowy said.

"A luxurious digital experience requires marketers to think about every single step within the purchase process and consider how they could make it faster, aesthetically pleasing, engaging and efficient," she said. "Often it is the attention to detail that make consumers feel well looked after and ultimately distinguishes the better brands."

Final Take

Sarah Jones, staff reporter on Luxury Daily, New York

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.