

APPAREL AND ACCESSORIES

Tamara Mellon turns to Markacy to lead digital strategy

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Tamara Mellon is looking to enhance its ecommerce strategy. Image credit: Tamara Mellon

By LUXURY DAILY NEWS SERVICE

Footwear and accessories label Tamara Mellon has tapped digital strategy and marketing firm Markacy to build its ecommerce growth and brand awareness.

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Although the brand also has bricks-and-mortar locations in New York and Los Angeles, ecommerce has been essential to Tamara Mellon's direct-to-consumer approach. Tamara Mellon has turned to **Markacy** to improve the label's paid social media and paid search strategies, in addition to leveraging its expertise in media, strategic planning and marketing operations.

"Markacy's demonstrated knowledge and expertise in helping scale ecommerce operations, drive revenue growth and enhance brand awareness are already yielding impressive results," said Jill Layfield, CEO of **Tamara Mellon**, in a statement.

Leveling up

Tamara Mellon's partnership with Markacy was announced on Sept. 10, but the firm has already been working with the footwear label.

"We are thrilled to be working with Tamara Mellon who is changing the game in their industry as the first truly ecommerce-driven luxury direct-to-consumer (DTC) business that was built from the ground up," said Chris Jones, managing partner and cofounder of Markacy, in a statement.

"Having a robust digital operation in the luxury, fashion and apparel industry is more important than ever," he said. "We look forward to working together to make Tamara Mellon a household name and we are confident in our ability to help the brand reach its tremendous potential."



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A post shared by TAMARA MELLON (@tamaramellon)

Celebrity collaborations can help brands like Tamara Mellon build brand awareness

During a single quarter, Markacy has led Tamara Mellon to a 162 percent increase in return on ad spend (ROAS) through Google paid search. The overall conversion rate (CVR) also improved by 77 percent.

Total weekly revenue through paid media increased 77 percent, while Facebook-generated revenue grew by 72 percent.

Whether paid or organic, online search is one of the most effective digital marketing channels in driving visits to an ecommerce store. According to 2020 research from web analytics platform Oribi, organic search accounted for 20.6 percent of site visits and paid search generated 14 percent ([see story](#)).

Beyond paid social media and paid search, Markacy also helped Tamara Mellon raise brand awareness and increase customer acquisition through a collaboration with model Irina Shayk.

"We're excited to see Markacy's innovative strategy evolve and are looking forward to our continued work together," said Tamara Mellon's Ms. Layfield.

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