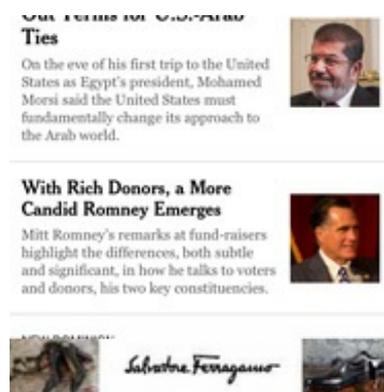


MOBILE

## Ferragamo returns with mobile-optimized New York Times app ads

September 26, 2012



By TRICIA CARR

Italian label Salvatore Ferragamo is improving its mobile advertising strategy by linking to its optimized site, which the brand previously failed to do through ads in The New York Times iPhone application.

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This time last year, the label did not optimize its in-app New York Times mobile ads and could have missed out on ad-triggered transactions. Consumers will likely pay more attention to Ferragamo's ad this time around since it is tailored to the channel.

"Mobile optimization is key for luxury brands because their clientele pays a premium for the shopping experience," said Shuli Lowy, client services and marketing manager at [Ping Mobile](#), Beverly Hills, CA.

"When shopping in stores, that means having a nice person greet the customer as he or she walks in, spacious aisles, clean fitting rooms and candies by the checkout," she said. "When shopping in the mobile sphere, those luxuries translate into an ease of use on the device.

"Customers who do not have pleasant interactions with a brand, be that via mobile or something else, will question why they are paying the premium in the first place."

Ms. Lowy is not affiliated with Ferragamo, but agreed to comment as an industry expert.

Ferragamo did not respond before press deadline.

Let the shopping begin

Ferragamo's mobile banner ad appears at the bottom of the main page of the New York Times mobile app.

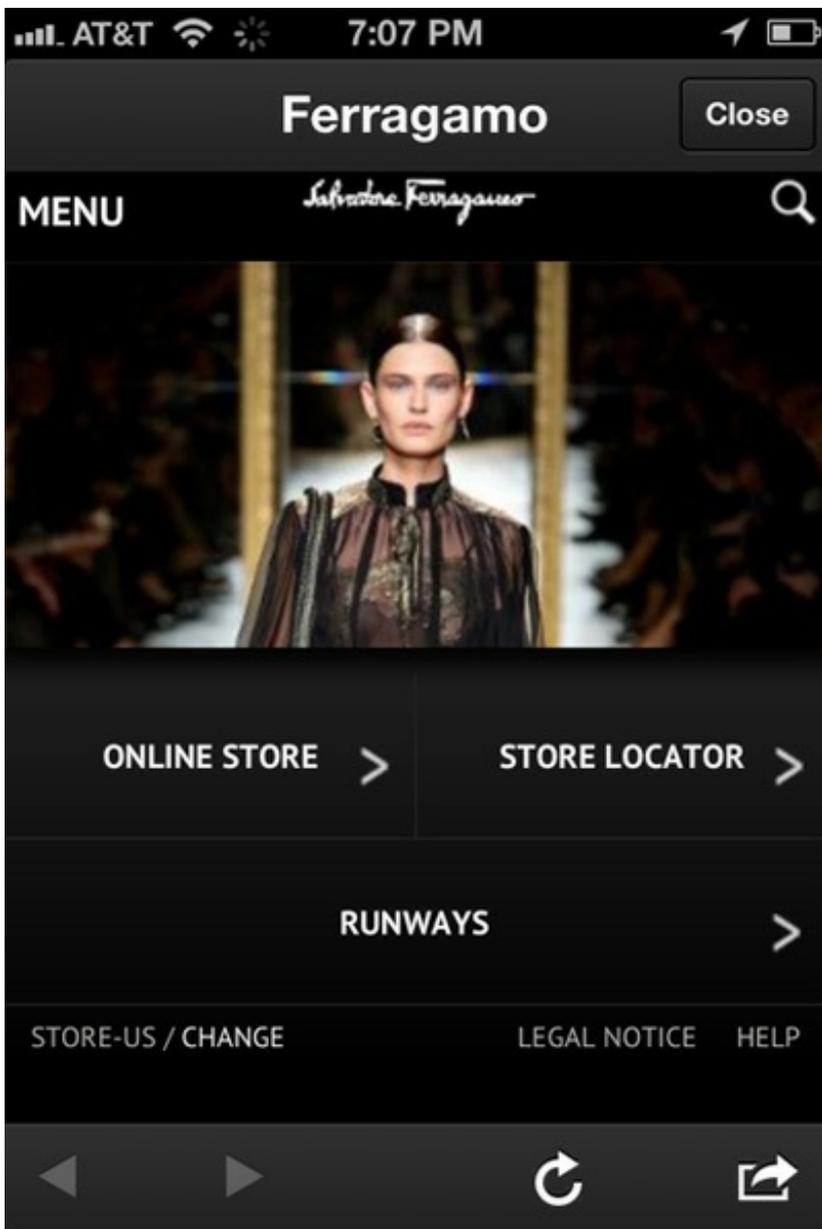


*Mobile ad*

When users click on the ad, they are brought to the label's optimized site where they can browse the online store, use the store locator or view runway image galleries of the latest collections.

The site is optimized for commerce. Users can narrow down options by women's or men's products and shop from categories such as shoes, handbags, wallets and small leather goods, large leather goods, belts, eyewear, timepieces and special collections.

Each product page contains multiple images and a "more info" button that lets users choose the color and size before adding an item to their shopping cart.



### *Ferragamo mobile site*

Meanwhile, the store locator section lets users browse retail locations by city or use their smartphone's GPS. The site uses Google Maps to show the nearest stores.

Ferragamo's mobile site encourages sales via mobile and in-store which could help the brand reach both the tech-savvy and traditional readers of the New York Times app on their preferred shopping channel.

### Lesson learned

Ferragamo previously advertised in the New York Times iPhone app, but missed out on possible mobile sales by not linking the banner ads to an optimized site.

From the ads, users were brought to a branded page that asked them to sign up for the Ferragamo mailing list.

The next step brought consumers to a landing page that explained that a mobile site was coming soon but, in the meanwhile, users could shop on <http://www.ferragamo.com>, visit the label's Facebook and Twitter pages or view the latest ad campaign video on Ferragamo's YouTube channel.

However, Ferragamo's Web site runs on Flash, disabling all content for Apple users ([see story](#)).

Consumers will likely feel frustrated if mobile ad content is not optimized for the channel and it is safe to say that they will move on to something else.

"When it comes to mobile commerce, consumers are busy and impatient," Ms. Lowy said.

"They do not have time to sit around and wait for the zoom on pages to load or squint their eyes to read the finer description of an item," she said. "If a page is too small, awkwardly structured, slow to load or carries too much content, they will exit out."

Luxury marketers that know the importance of tailoring campaigns to mobile will likely get the most ROI from in-app advertising.

"Another reason it is important for luxury brands to have a smooth mobile experience is because they carry a higher profit margin on their products," Ms. Lowy said.

"Each sale holds substantial profit and, therefore, each customer is an important chain to maintain."

Final Take

*Tricia Carr, editorial assistant on Luxury Daily, New York*

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