

CASE STUDY

nextbuy vs. Google Ads:
Triumph Lingerie sees **42%** boost
in conversion rate & **63%** lower CPA



Background

Triumph Lingerie has been designing lingerie since 1886 and has expanded globally with their products available both in physical stores and online. They offer a range of comfortable and high-quality bras and underwear, making women feel confident and comfortable every day.

Emma Northfield is the Ecommerce Manager in AU & NZ for Triumph Lingerie. Her main goal is to drive conversions through their online store, exploring solutions that will lift engagement and conversion rates.



The challenge

Triumph Lingerie faced the challenge of targeting new audiences with a higher intent to purchase while also increasing their brand visibility. They recognised that their advertising on social channels was becoming less effective and increasingly expensive, leading to decreasing conversion rates and return on investment.

As a solution, Triumph Lingerie sought to expand their advertising beyond these platforms to generate sales from new channels.

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What would you say to a brand that is thinking about joining the nextbuy network?

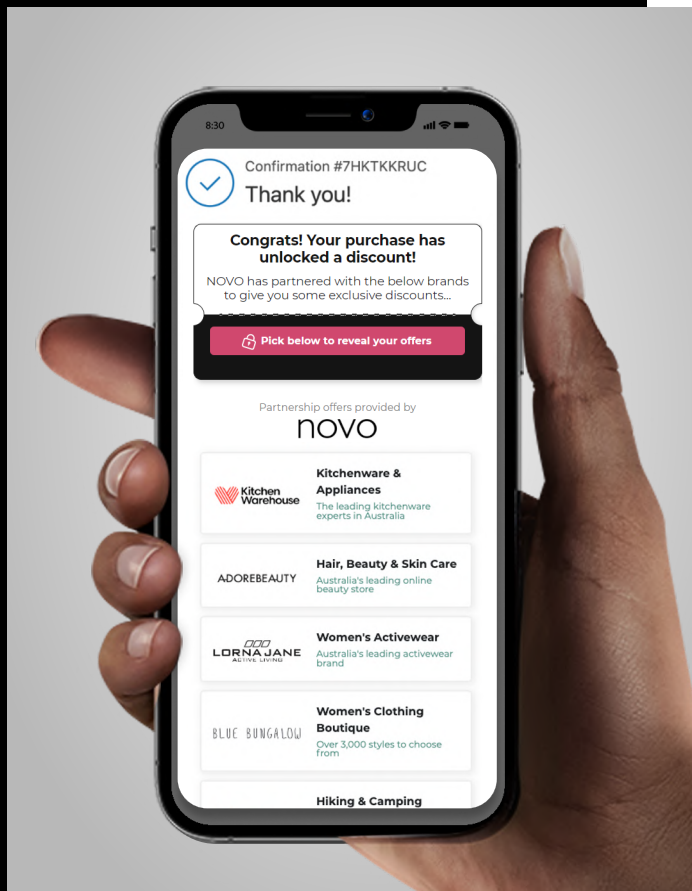
nextbuy offers a truly unique advertising proposition and affiliate network that targets customers who are already in the mindset to make a purchase. With just a click, shoppers can easily navigate to your website and make an instant purchase. By leveraging the power of cross-promotion on nextbuy and tapping into the audiences of similar, non-competing brands, you can increase your visibility and take advantage of new growth opportunities.

The solution

Triumph Lingerie were intrigued with preezie's nextbuy solution, which is an exclusive brand-to-brand affiliate network that enables high-quality customer acquisition through mutually beneficial partnerships.

Triumph Lingerie appreciated the opportunity to collaborate with non-competing brands to cross-promote each other's products to a broader audience with similar interests and needs. They saw the nextbuy widget as a clever integration that would allow them to tap into the post-purchase excitement and present shoppers with exciting offers.

Northfield stated: "By displaying the nextbuy widget on our checkout confirmation page, we can extend discounts and special offers from preezie's brand partners to our customers. This, in turn, encourages them to do the same for us, creating a win-win situation for everyone involved!"



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Could you elaborate on Triumph's success in using nextbuy's brand-to-brand affiliate network to acquire new customers?

Around 96% of the traffic we receive from the nextbuy network are new customers, which is a huge win for us in terms of expanding our reach. What's even more impressive is that we're benefiting from a strong conversion rate too. Our overall conversion rate for the Triumph website is around 3.99% year-to-date, but on nextbuy, it's currently sitting at a notable 7%, which is 1.7 times higher!

Results and benefits

The first quarter of 2023 proved to be a huge success for Triumph Lingerie on the nextbuy network. To assess its effectiveness, we conducted an analysis of nextbuy's performance against Triumph Lingerie's advertising on Google and Facebook.

nextbuy vs. Google Ads

63%

lower cost per acquisition

46%

lower cost per click

42%

higher conversion rate

nextbuy vs. Facebook Ads

22%

more sales revenue

14%

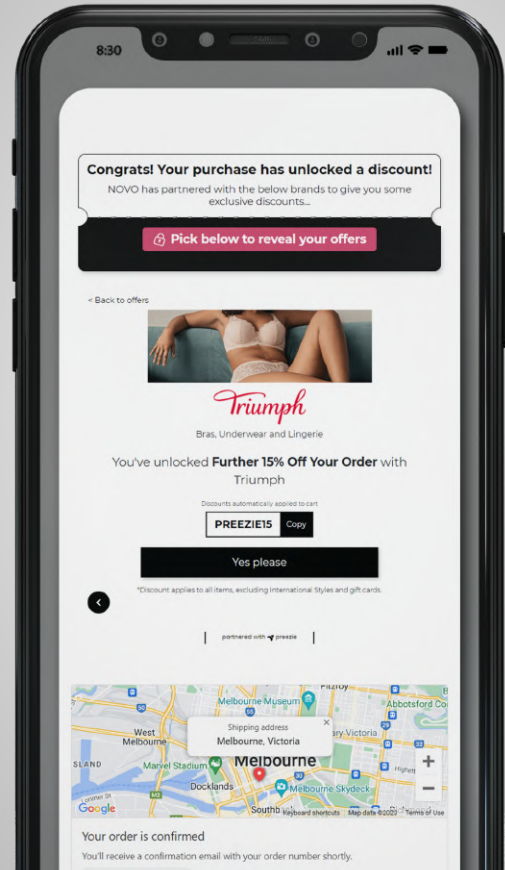
higher average order value

6%

more transactions

Triumph recognises the value of customers who have just completed their purchase at checkout, as they're already in the shopping mood. This presents a prime opportunity for Triumph to capture their attention with a unique brand offer.

"Unlike other advertising channels, nextbuy is highly effective in reaching customers who are ready to buy, and not just those in the exploratory phase. By targeting customers who have already converted with another brand, we can tap into their shopping mindset and drive sales for our own brand", said Northfield.



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What surprised you about joining the nextbuy network?

nextbuy has been an invaluable tool for us to gain exclusive access to customers from different retail verticals. We were pleasantly surprised to find that White & Co, a women's fashion brand, had the strongest conversion rate among our referral sources. Even though they don't offer lingerie products like us, we discovered that many of their customers have a natural tendency to complete their outfits with foundational undergarment pieces.