



# ZALORA

Scale Success with Smartly.io



## Their Story

Founded in 2012, ZALORA is the fastest growing online fashion retailer in Asia. With more than 20,000 products from over 500 brands across womenswear, menswear, footwear, accessories, beauty and sports, they are quickly becoming the destination for online fashion in the region. And with a good mix of local and international designer brands, they aim to become the one-stop online fashion shop that will cater towards all your needs and preferences.

## Their Goal

Their main goal was to acquire new customers while meeting ROI targets. In addition, they were looking for new ways to scale marketing and radically decrease its workload.



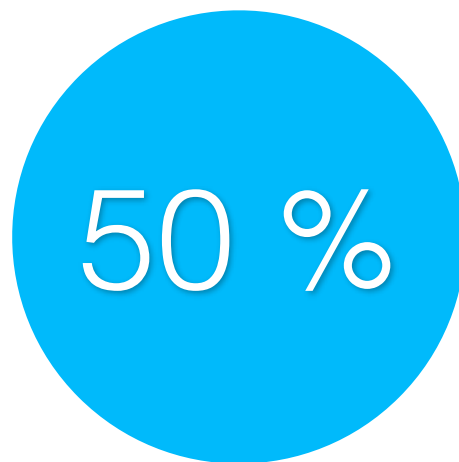




## Their Success

By leveraging Smartly's Predictive Budget Allocation, ZALORA significantly scaled its marketing activity and acquired new customers without increasing its workload as a result.

Marketing volume increased by a staggering 50 % without compromising the ROI: that increased by 30 %.



increase in marketing volume

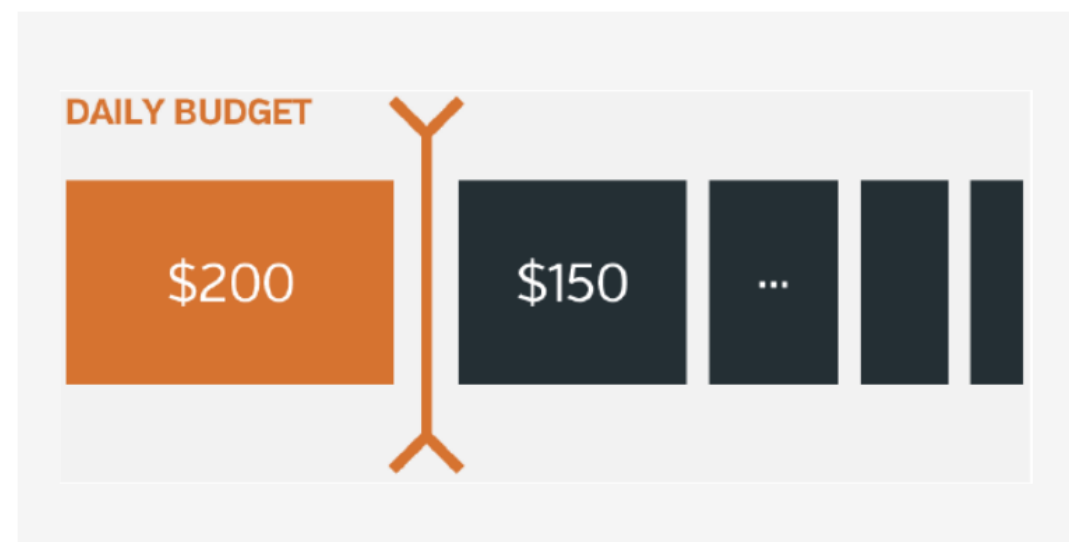


increase in ROI



# Their Solution

Smartly.io helped ZALORA automate campaign management with Predictive Budget Allocation. It minimized the campaign CPA (cost per action) level automatically. The feature continuously reallocates the campaign budget between the ad sets such that the expected number of future conversions is maximized and the CPA level is minimized.



This helped automate manual work while driving return on investment (ROI) up and cost per action down.





Learn More at [www.smartly.io](http://www.smartly.io)

We always have a 14-day free trial and no minimum contract period.

"Smartly.io's predictive budget allocation feature helped us scale our success in an efficient and rapid way. During our annual ZALORA Fashion Fever Week, we saw great success in both marketing efficiency and volume. Smartly.io's dedicated and 'always-on' support just works."

**Kaushal Bhalotia**

Head of Online Marketing  
ZALORA Group