


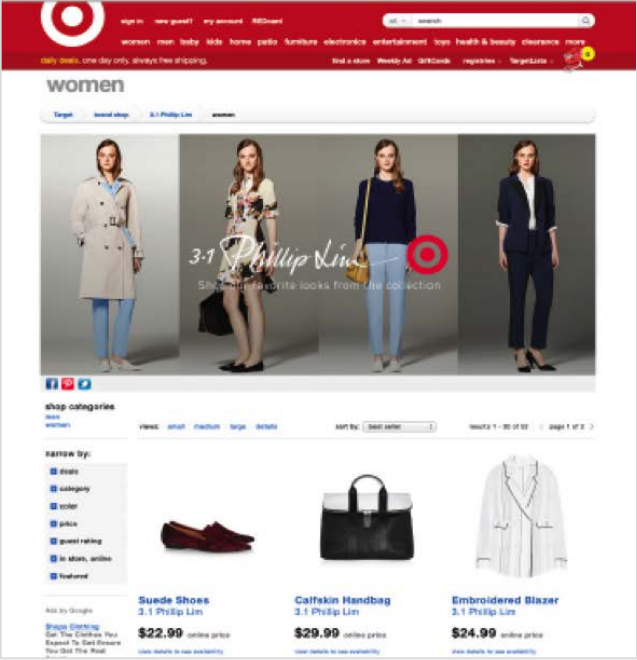
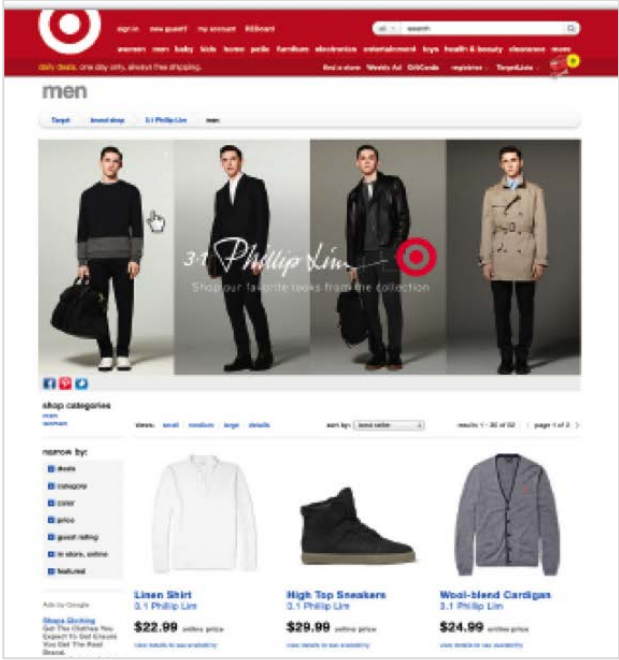
**Sometimes it's about  
copy & conversions.**

1:35 PM

3.1 *Phillip Lim* 







### 3.1 Phillip Lim for Target

Target is well known for a strong offering of internal brands, particularly regular collaborations with top national and international fashion designers. While these special collections are available in a significant number of Target stores, the full product range is only available to many guests online.

Target's e-commerce goals for these special brand projects are to offer compelling product descriptions that illustrate both the value of the overall collection and the benefits of each individual product, help increase sales conversion rates and maximize return on investment (ROI.)

Filament designed and implemented a new product description messaging strategy intended to enhance the online shopping experience for the collection, crafting copy that went beyond merely informing the guest on product features, but encouraged guest engagement through combining subtly evocative language to tell a story with instructive information on current fashion trends.

### Program Results

With Filament's help, Target.com exceeded the aggressive sales goal by over 40% and had an impressive sell through rate of 89%, out performing in-store sell through rates by over 25%.

### Highlights:

- Target.com Phillip Lim final sales represented 35% of all sales (US & Canada) and 43% of all US sales
- Target.com Day 1 sales exceeded goal by over 37% and achieved a sell through rate of 77%
- Target.com experienced an overall sales conversion rate of 18% across all categories. The women's and men's product pages reached conversion rates of over 25%
- Bounce rates for this collection averaged 19%

### Additional Results

The results for the Men's Apparel were particularly significant, outperforming in-store sell through by 95% on Day 1 of the collection's launch and achieving a conversion rate of 24%.

Overall Target.com sales for the Men's Apparel collection achieved a 94% sell through rate, outperforming in-store sell through by 46%.

