



About

Metro Brazil is a Brazilian online fashion destination, that manufactures and delivers 100% luxurious Brazilian products worldwide.

Objective

- Driving awareness about Metro Brazil products, and ultimately driving sales.

Target Audience

- Women who are interested in Fashion and Beauty.

Markets

- GCC.

Solution

- Launched Snapchat Ad across Layalina discover channel, plus other channels where Metro Brazil audience present.
- Launched an Editorial Snap on Layalina Snapchat discover channel, driving awareness about Metro Brazil products.
- Launched Social Media Posts in order to guarantee higher users' engagement. Mainly using Instagram and TikTok platforms to target Layalina social media users.
- Published Articles on Layalina and 3oud, driving awareness about Metro Brazil products.

Results

Snapchat Ad

1.72%

Swipe Up Rate

+255K

Impressions

+4K

Swipe Ups

Editorial Snap

+996K

Topsnap Views

+665K

Unique Viewers

4.9%

Conversion Rate

Social Media

+130K

Post Engagement

Articles

+10K

Page Views

ROI

66%

Rate of ROI

