

eBay

#MyMix Fashion campaign



3x

the objective
clickthrough rate

23%

revenue jump
to \$3.4 billion

Overview

eBay understands the importance of attracting mobile customers, and selected [a.mo.bee] to execute the mobile portion of the MyMix campaign.

To showcase the hottest bloggers and trend-setting stylists from around the world using the MyMix tagline, [a.mo.bee] created a mobile campaign that celebrated UK women's individual 'mix and match' approach to style.

Rather than using traditional models, the MyMix mobile campaign featured women recognized for their individual style, which allowed users to explore the featured clothing items and check out additional styles using the eBay app.

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Execution & Use of Media

[a•mo•bee] extended the MyMix experience onto mobile using rich media to create an interactive experience in which users could browse and buy the spring/summer looks in the virtual magazine on their mobile devices.

Users could read more about the featured bloggers, access behind the scenes footage, and even go straight to purchase

Users had the ability to mix, match and create their own outfits and share their fashion finds with friends over social media using the #MYMIX hashtag. Additionally, users could read more about the featured bloggers, access behind the scenes footage, and even go straight to purchase on selected items. Within the virtual magazine, users were given the option to download the eBay mobile app.

Using augmented reality technology, users pointed their devices at eBay print magazine ads to access the virtual MyMix magazine, offering behind the scenes stories and videos from the five featured style-setters.

Additionally, the augmented reality ad provided a direct link for users to download the eBay app. The eBay MyMix ads were placed in popular magazines including: More!, Reveal, OK, Grazia, Stylist, Look, Marie Claire, InStyle, Glamour, Elle, Cosmopolitan, Company and more.

Results

The MyMix mobile campaign performed exceptionally well, achieving over 3x the objective CTR: 0.99. Because consumers were given the ability to go straight to purchase on a range of selected items within the MyMix mobile campaign, mobile purchases soared. In fact, eBay's revenues jumped 23% to \$3.4 billion in the second quarter of 2012, with a large portion being generated from mobile transactions.

About eBay

eBay Inc. is a global commerce platform and payments leader connecting millions of buyers and sellers. As the world's largest online marketplace, eBay allows users to buy and sell in nearly every country on Earth; through secure digital payments; and through GSI, which facilitates e-commerce, multichannel retailing and digital marketing for global enterprises.