

Conversation Ads spark memorable touchpoints for Piaget’s audiences

PIAGET

Company profile:

Founded in 1874 with the motto ‘always do better than necessary’, Swiss watchmaker and jeweller Piaget from Richemont group continues to push boundaries, with its pioneering ultra-thin movements and exceptionally crafted jewellery collections.



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In today’s new normal, it’s more important than ever for us to stay connected to our customers, and Conversation Ads help us to do just that by delivering seamless, one-to-one interactions. As the first luxury maison to launch this format globally, we took a leap of faith – and it’s paying off.”

| To-Vy Do, Piaget Digital Media Manager

The challenge: Staying connected with audiences during a pandemic

With its boutiques closing their doors in response to the pandemic, luxury watchmaker and jeweller Piaget wanted to rekindle a sense of excitement and connection virtually for new and existing customers alike.

To make browsing the latest collections or interacting with the brand’s ambassadors as seamless as possible from afar, Piaget needed to stay in touch in a more innovative way, one that would fit seamlessly into the changing realities of everyday life.

The solution: Creation of personalized customer touchpoints with Conversation Ads.

Having noticed a spike in engagement through mobile platforms, Piaget wanted customers to have the power to connect with its products at their fingertips, while also positioning itself as a pioneer in the sector. That’s why the brand decided to become the first luxury maison globally to experiment with Conversation Ads, delivered directly to its target audiences’ inboxes on LinkedIn.

The Conversation Ads presented members with various pathways depending on whether they wanted to browse creations or shop online. By guiding audiences through the online journey and allowing them to discover the collections at their own pace, these interactive ads delivered engaging experiences that enabled them to stay connected to Piaget and its offering without having to visit a boutique.

Why use LinkedIn?

By injecting this innovative new format into its existing always-on approach, Piaget continues to grow brand awareness and nurture potential customers.

Audience targeting on LinkedIn also helps Piaget to reach those most likely to interact with and buy its products. Filtering based on job titles and seniority enables the brand to identify and retarget lookalike audiences, and ultimately garner higher engagement rates than through other platforms.

Results: Engaging with personalised outreach leads to greater brand awareness

Attention to detail is everything in the luxury sector, as is the courage to stand out from the crowd. By daring to innovate and experiment with new formats, Piaget has shown that it’s ahead of the curve and receptive to its audiences’ lifestyles and how they prefer to engage.

Keeping communications as personal and tailored as possible, Piaget was able to deliver a seamless customer journey and reassure customers that they could still get in touch to ask questions. The Conversation Ads also complemented Piaget’s existing always-on approach, enabling the brand to stay at the forefront of audiences’ attention all year round, while building brand awareness and recognition.



Open rates **10-20%** higher than luxury benchmarks



CTR **10-15%** higher than luxury benchmarks

