



From conversion to retention:

30 best promotion campaign ideas

FOR FASHION RETAILERS

Introduction

Today's fashion & apparel brands are navigating a terrain marked by escalating acquisition costs and changing consumer spending habits. In the shadows of inflation, climate concerns, and geopolitical instability, [36% of European consumers](#) have been tightening their financial belts on non-essential items.

For the fashion industry, this underscores the need to not only attract new high-value customers but also to continue building long-term relationships with existing ones.



Reza Javanian

Talon.One loyalty & promotions expert

This demands a laser-sharp focus on personalized promotions, a paradigm shift that goes beyond the mere allure of discounts. Instead of employing broad, one-size-fits-all approaches, leading fashion brands need to strategically invest in promotions that tie back to profitability, all without compromising their brand's image.

By implementing [granular deals, smart pricing strategies, and personalized rewards](#), fashion brands can nurture enduring customer relationships that drive long-term growth. This report offers 30 best promotion campaign ideas to do so, as well as the building blocks needed to start running creative and granular promotions.

“In 2024, fashion brands should consider focusing on brand health, topline growth and commercial excellence (including [getting pricing and promotions right](#)).”

[McKinsey State of Fashion report 2024](#)

Get the right building blocks in place

The constant use of generic promotions to kindle sales volumes and meet revenue targets often backfires, as it cheapens the brand and reduces profit margins.

A more effective strategy involves personalizing promotions to offer targeted incentives. This ensures retailers can confidently expect that the promotion

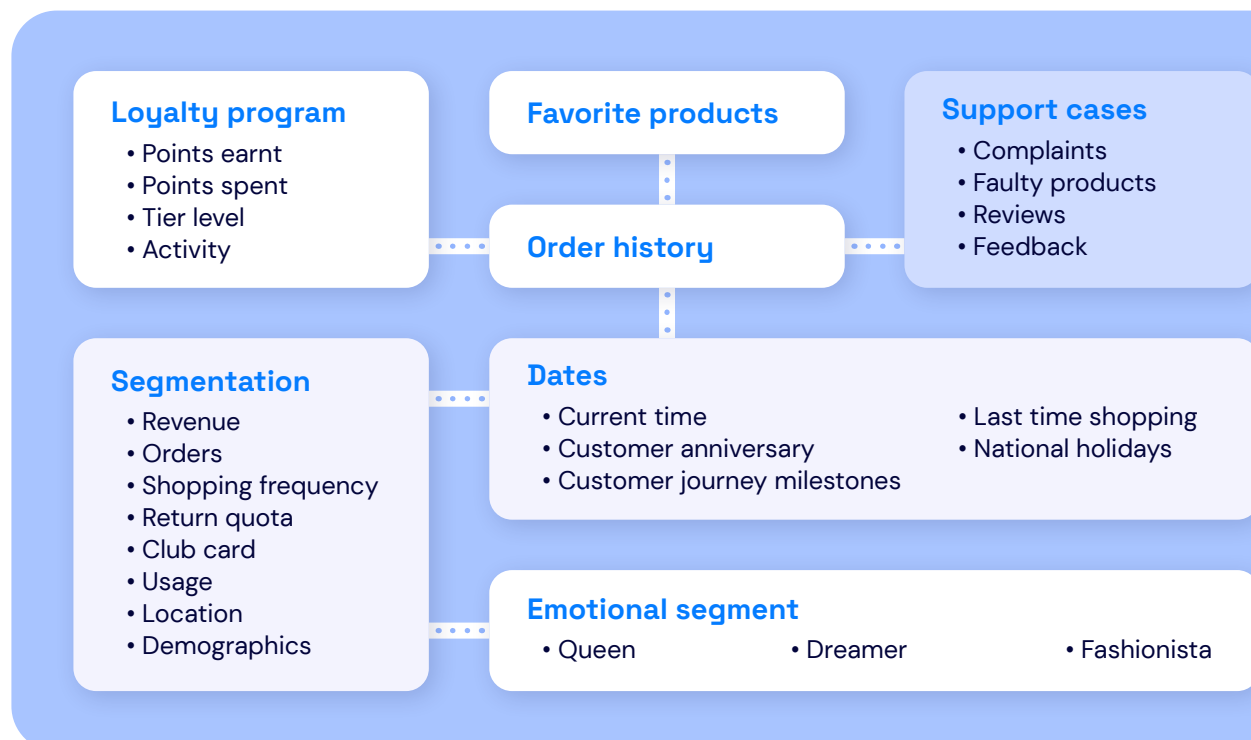
is going to drive a positive outcome for the business while aligning with the unique needs and preferences of customers.

Yet, what is often overlooked is the process – the granular data required by brands to tailor their promotions to the specific needs and preferences of their target customers.

To start crafting personalized promotions, **fashion brands need to get three major building blocks in place**. These include:

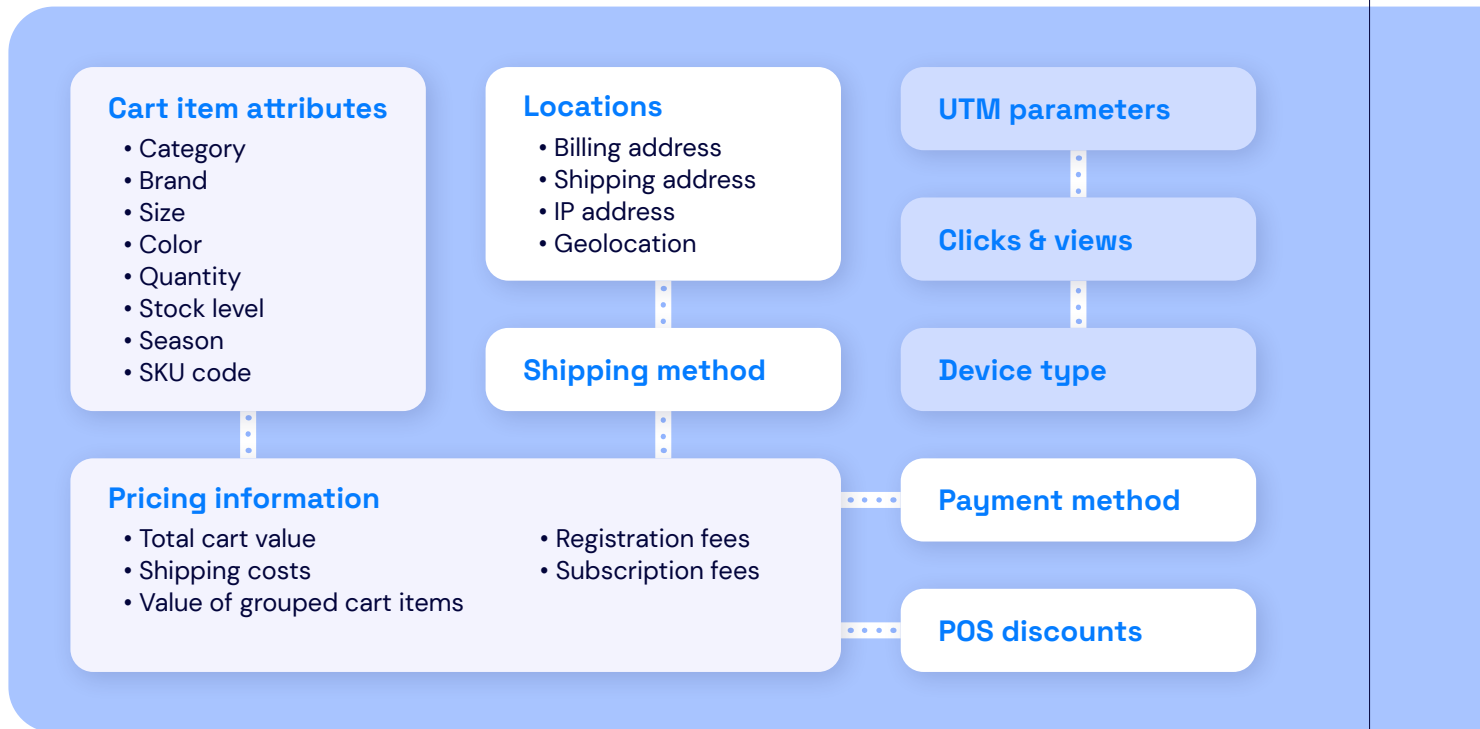
Consumer profile data

Data gathered through registration, user feedback and loyalty program use.



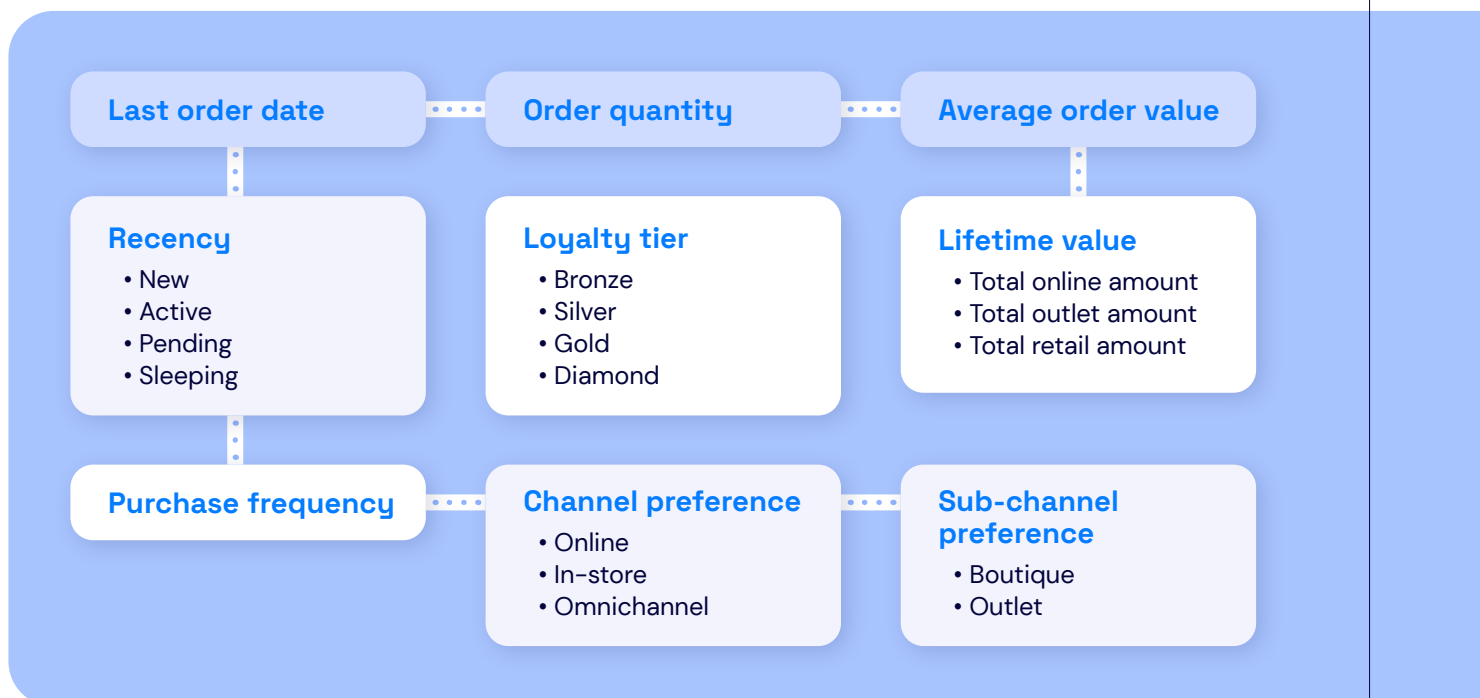
Session data

Data gathered while a consumer navigates or purchases from your website, app or platform.



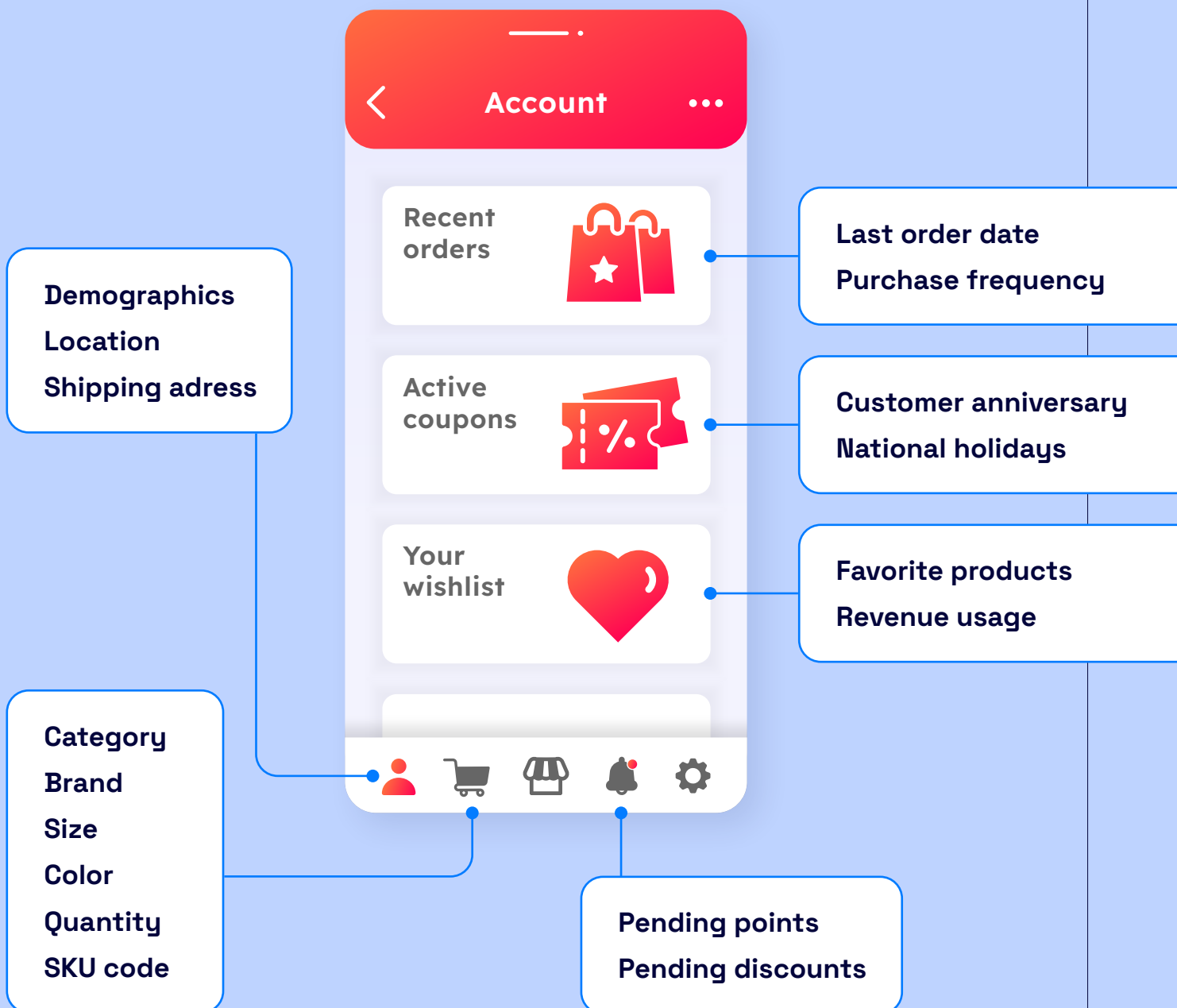
RFM data

RFM (Recency, Frequency and Monetary) data includes a variety of data points that go beyond basic profile and session data, allowing brands to significantly enhance personalization.



Using building blocks in your promotions

Using granular data blocks is the key to fueling effective promotions, ensuring targeted outreach and personalized campaigns that resonate with the specific needs and preferences of the audience.



30 best promotion campaign ideas for fashion retailers

	CAMPAIGN	GOAL	CAMPAIGN CONDITIONS		
1	Cart value boost		If a customer	adds items totalling over 150€ to their cart,	offer free express shipping.
2	First-time shopper discount		If a customer...	is making their first purchase,	provide a 10% welcome discount.
3	Fashion trivia challenge		If a customer...	participates in a fashion trivia challenge,	provide a 10% discount for their efforts.
4	Spin-to-win game		If a customer...	spins the virtual wheel on your website,	offer a personalized gift to a number of winners.
5	Fashion quiz reward		If a customer...	completes a style quiz on your website,	offer a personalized discount on recommended items.
6	New collection preview		If a customer...	regularly explores new arrivals,	grant them early access to the upcoming season's collection.
7	Bundle discount		If a customer...	adds a dress and matching accessories to the cart,	provide a 15% discount on the total bundle.
8	Limited edition gift		If a customer...	purchases a limited edition item as their first purchase,	include a free exclusive accessory with their order.
9	Seasonal wardrobe refresh		If a customer...	buys a winter coat,	provide a 10% discount on a selection of winter accessories.
10	Referral credit		If a customer...	refers a friend who makes a purchase,	provide both the referrer and friend with 10€ credit.



Conversion



Retention



BEST PRACTICES

With our clients in the fashion industry increasingly **focusing on personalized promotions**, Talon.One has developed a range of different capabilities to enable flexible, bespoke promotions.

Vestiaire Collective

Vestiaire Collective is the leading global online marketplace for buying and selling pre-loved luxury fashion items to millions of members. Vestiaire Collective works with Talon.One to boost customer conversion and retention rates by offering personalized campaigns and optimizing their discounts.

CAMPAIGN IDEA Offer 10% off welcome coupon code

WELCOME VOUCHER ▾

Conditions

When all of these are true:

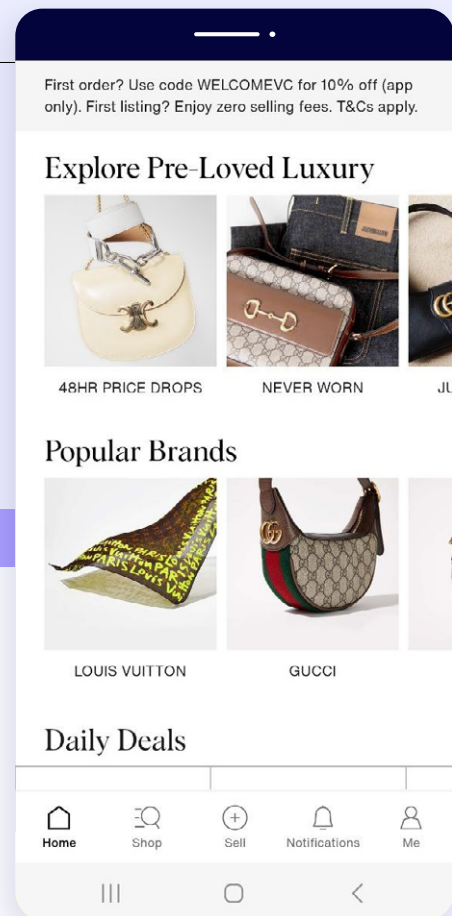
- Number of prev. purchases is equal to 0
- Total cart amount (Current Session) is greater than or equal to 150
- Currency (Current Session) is one of EUR, CHF

Coupon code is valid

- Device (Current Session) is not equal to webapp

Effects

Set a discount: 10% off



“As a product manager, Talon.One empowers me to offer various stakeholders across different teams a reliable tool that allows them to utilize custom promotional rules, perfectly aligning with their business requirements and surpassing objectives with confidence.”



Jessica Patel, Product Manager, Vestiaire Collective



	CAMPAIGN	GOAL	CAMPAIGN CONDITIONS	
11	Customer segment		If a customer	is inactive and opens the app, → send a "Welcome back!" coupon for 10€ on their next purchase, valid for the next 4hrs.
12	Abandoned cart recovery		If a customer...	leaves items in the cart without completing the purchase, → send a reminder email with a 10% off coupon.
13	VIP access		If a customer...	reaches their 10th purchase, → offer exclusive access to a members-only sale/event.
14	Loyalty points multiplier		If a customer...	makes a purchase during their birthday month, → offer double loyalty points.
15	Fashion Week special		If a customer...	engages with your brand during Fashion Week, → offer a member-only 15% discount on runway-inspired items.
16	Sustainable fashion advocate		If a customer...	purchases a minimum of three sustainable fashion items within the past year, → offer a 10€ credit during Earth Month (April).
17	Eco-friendly packaging bonus		If a customer...	opts for eco-friendly packaging, → give them a 10% discount on their next purchase.
18	Re-engagement		If a customer...	is inactive for 30+ days and views your website again, → send a coupon valid for the last category they ordered.
19	Birthday voucher		If a customer...	opens your mobile app on their birthday, → offer a 10€ birthday voucher.
20	Free stylist consultation		If a customer...	regularly engages with the personal stylist feature on your website, → offer a free virtual consultation session.



Conversion



Retention

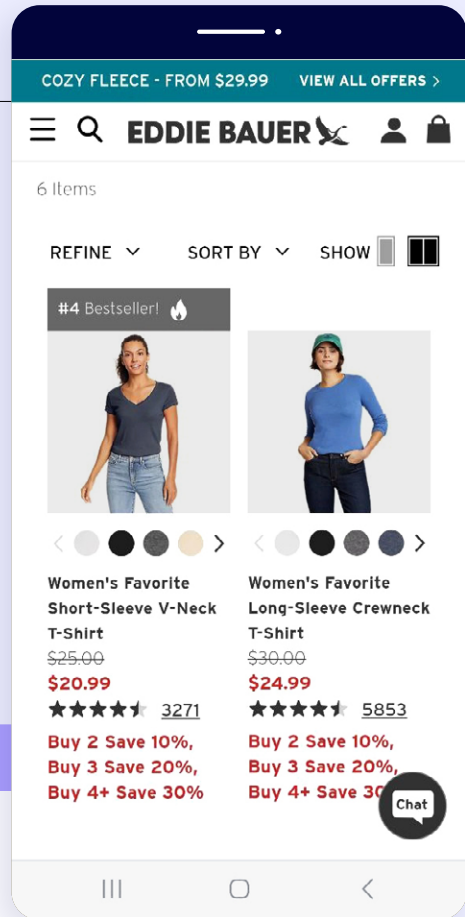


BEST PRACTICES

EDDIE BAUER

Founded over a century ago, Eddie Bauer is a heritage American clothing brand with over USD 1BN in yearly revenue. Prior to Talon.One, they relied on an in-house solution for online promotions, with limited capabilities. By partnering with Talon.One, Eddie Bauer has implemented a more effective and targeted promotions strategy that boosts margins, demand and conversion rates.

CAMPAIGN IDEA Offer increasing percentage off discount, depending on number of items purchased



135%

increase in units per order over non-buy more and save orders

772 bps

(basis points)

increase in margin for buy more and save orders vs. standard orders

BUY MORE, SAVE MORE ▾

Conditions

When all of these are true:

- `BMSM_Items_Quantity` is equal to `3`
- Coupon code is valid
- `OrgId (Current Session)` is equal to `outlet-com`

Effects

Set a discount: `30% off per item` for each item in `BMSM_Items`

“Our ‘buy more, save more’ promotion program was a huge success story for us. Instead of a 30–50% discount on our items, we were able to market them at full price and have our margin at a much healthier spot. Our customers receive more value from their interactions with us and our margins are significantly higher than before.”



Angela Gow, Director, Site Merchandising & Email, Eddie Bauer



	CAMPAIGN	GOAL	CAMPAIGN CONDITIONS	
21	Wishlist exclusive		If a customer	If a customer adds items to their wishlist, → offer a 10% discount on wishlisted items during a special promotion period.
22	Fashion milestone celebration		If a customer...	reaches their 20th purchase, → celebrate with a surprise gift or an exclusive item.
23	Last chance items		If a customer...	views items marked as "last chance," → offer a 20% discount to encourage the purchase.
24	Membership anniversary rewards		If a customer...	reaches their one-year anniversary as a loyalty program member, → offer a discounted, personalized bundle.
25	Fashion club exclusive		If a customer...	joins your brand's fashion club, → offer them a monthly curated box with handpicked items tailored to their style.
26	Private shopping experience		If a customer...	reaches a certain loyalty tier, → provide them with a private shopping experience in-store or virtually with a dedicated stylist.
27	Omnichannel		If a customer...	selects to buy online, pay in-store (BOPIS), → issue a 5% off coupon for their next purchase.
28	Fashion workshop invitations		If a customer...	joins your loyalty program, → invite them to exclusive member-only events.
29	Sweepstakes		If a customer...	spends more than 2,000 EUR with your brand in a year, → enter them into a sweepstakes for a chance to win an all-expenses-paid trip.
30	Priority customer service		If a customer...	reaches the highest tier in your loyalty program, → provide them with a dedicated customer service hotline for faster assistance and issue resolution.



Conversion



Retention

BEST PRACTICES

HARRY ROSEN

Luxury Canadian menswear retailer, Harry Rosen, uses Talon.One to power its loyalty program, CLUB HARRY. CLUB HARRY offers members a range of personalized promotions and benefits to increase engagement with the brand. Members can use their rewards and perks across all offline and online channels.

CAMPAIGN IDEA Offer free shipping depending on loyalty program tier

FREE SHIPPING (LOYALTY PROGRAM MEMBERS) ▾

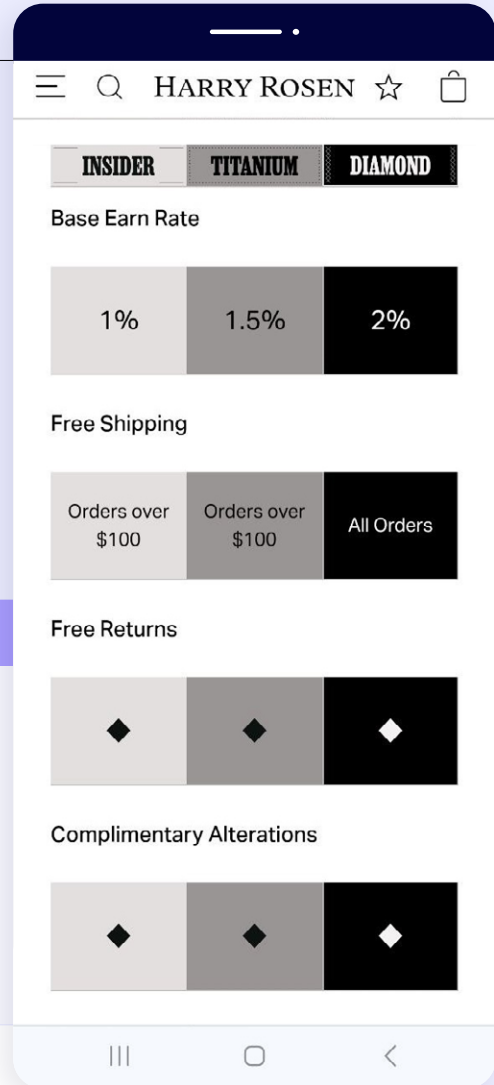
Conditions

When all of these are true:

- Current Customer** is a member of the audience: **Titanium**
- Basket value (Current Session)** is greater than or equal to **100**
- Currency (Current Session)** is equal to **USD**

Effects

Update **Shipping cost (Current Session)** to **0**

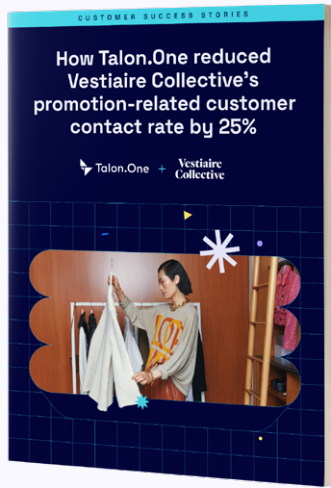


“Building an omnichannel experience is about thinking about the client experience first, and then building the technology to deliver that experience. We’re not looking at the technology and its capabilities first. We’re asking ourselves, wouldn’t it be great if our clients could shop in this way? And then it’s about working out how we can orchestrate that experience with our tech partners.”

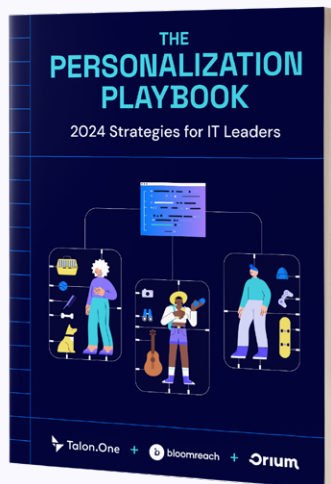


Ian Rosen, President & COO, Harry Rosen

RELATED RESOURCES



How Vestiaire Collective cut promo-related customer contact by 25% with Talon.One



The Personalization Playbook: Strategies for IT Leaders



How Talon.One's dynamic discounts helped Eddie Bauer increase margin by 30%





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customers with Talon.One.

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