

# ZALORA

## GOOGLE ADS WITH ZALORA LAUNCHED TO HELP FASHION AND LIFESTYLE BRANDS MAXIMISE ONLINE PERFORMANCE

- *Google Ads with ZALORA leverages the fashion and lifestyle player's extensive platform service offerings and deep understanding of brands and Southeast Asian consumers*
- *The new solution has enabled global fashion brand H&M to successfully drive strong Return On Advertising Spend (ROAS) and incremental traffic in Malaysia*

**SINGAPORE, 21 January 2022** – Asia's leading fashion and lifestyle e-commerce player, [ZALORA](#), is partnering with Google to launch **Google Ads with ZALORA**, a marketing solution which provides brands with a simpler way to drive online sales and performance.

Google Ads with ZALORA will help brands to grow their businesses by providing dedicated campaign support that connects them with customers, as well as tools that measure and optimise marketing campaigns.

"This partnership with Google aligns with ZALORA's commitment to drive the growth of Asia's e-commerce industry as it aims to boost brand promotion and success in a competitive online retail landscape," said **Tejas Kirodiwal, Head of Growth at ZALORA**.

"As e-commerce becomes increasingly important, Google Ads with ZALORA will work in conjunction with our in-depth industry expertise and other platform service offerings, such as retail intelligence and analytics solution TRENDER, a Data by GFG product, to run targeted and data-driven campaigns that meet business objectives," he said.

The partnership comes after a string of successful pilot tests conducted during the second half of 2021.

Global fashion brand H&M ran shopping campaigns over a 7-week period within Malaysia, and showed that Google Ads with ZALORA was effective in driving greater discoverability and traffic for H&M products on ZALORA's e-commerce site, resulting in a strong Return On Advertising Spend (ROAS) of 6.1x.

"This partnership extends on the ongoing efforts between Google and ZALORA to drive digitalisation in businesses. Southeast Asia is entering its 'digital decade' with the internet playing an integral part in people's everyday lives. We're excited to launch Google Ads with ZALORA to help accelerate e-commerce growth across the region and support brands to tap into the growing pool of digital shoppers," said **Jerome Hamlin, Head of Industry E-Commerce at Google**.

For more information, please visit [ads.zalora.com/](https://ads.zalora.com/).

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## **ABOUT ZALORA GROUP**

ZALORA is Asia's online fashion and lifestyle destination. Founded in 2012, the company has a presence in Singapore, Indonesia, Malaysia & Brunei, the Philippines, Hong Kong and Taiwan. ZALORA is part of Global Fashion Group, the leading fashion and lifestyle online destination in growth markets. ZALORA offers an extensive collection of top international and local brands and products across apparel, shoes, accessories, and beauty categories for men and women. Offering up to 30-day free returns, speedy deliveries as fast as 3 hours in some markets, free delivery over a certain spend, and multiple payment methods including cash-on-delivery, ZALORA is the online shopping destination with endless fashion possibilities.

## **ABOUT GLOBAL FASHION GROUP**

[Global Fashion Group](#) is the leading fashion and lifestyle destination in growth markets across LATAM, CIS, SEA and ANZ. From our people, to our customers and partners, we exist to empower everyone to express their true selves through fashion. Our four e-commerce platforms: dafiti, lamoda, ZALORA and THE ICONIC connect an assortment of international, local and own brands to more than one billion consumers from diverse cultures and lifestyles. GFG's platforms provide seamless and inspiring customer experiences from discovery to delivery, powered by art & science that is infused with unparalleled local knowledge. Our vision is to be the #1 online destination for fashion & lifestyle in growth markets, and we are committed to doing this responsibly by being people and planet positive across everything we do.

For more information visit: [www.global-fashion-group.com](http://www.global-fashion-group.com)