

DIGITAL STRATEGY

- larger brands have not taken full advantage — Prada only launched online store in 2010.
- the longer consumers stay on site — the higher the probability of transacting (90% correlation according to McKinsey & Company).
- mobile — 75% of luxury consumers own smartphones, and 75% of those use them to research items — only 4% have downloaded a luxury brand app.
- stay active in social media especially instagram.
- e-mail campaigns very effective at driving site traffic and inexpensive.

