

Birks Omnichannel Digital Strategy

Driving awareness, traffic, and conversions for Canada's luxury retailer

OVERVIEW

Birks, a high-end designer and retailer of luxury goods and jewelry with over 25 stores and manufacturing facilities across Canada, wanted to enhance its digital presence while maintaining its luxury brand experience. The goal was to increase customer awareness, drive qualified traffic to both e-commerce and retail locations, improve acquisition and retention, and generate measurable sales impact.

APPROACH

Postmedia developed a comprehensive omnichannel strategy combining search engine marketing, social media marketing, programmatic advertising, and print media to engage consumers wherever they are most active. Campaigns included prospecting, retargeting, and cross-channel tactics to reach audiences at every touchpoint. Leveraging Postmedia's first-party data and proprietary network insights, the team optimized performance across all channels. Social media campaigns delivered over 30 million impressions and generated a 5x return on ad spend. High-impact search campaigns achieved 4x higher conversion rates versus benchmarks and a 6x return on search ad spend. Programmatic advertising provided a 3x return on ad spend, while add-to-cart, product landing pages, and store appointment campaigns drove over 50,000 conversions. The strategy also included value-adds such as \$300,000 in print exposure and the integration of a data management platform for advanced targeting and reporting, ensuring a seamless and measurable omnichannel experience.

CONCLUSION

By combining data-driven digital strategies with high-impact media executions, Postmedia helped Birks strengthen its digital footprint, drive qualified traffic, and deliver strong conversion outcomes. The campaign successfully balanced awareness and performance goals, generating significant online revenue, store visits, and engagement, all while maintaining the brand's luxury experience across channels.

50K+

CONVERSIONS DRIVEN

6x

RETURN ON SEARCH AD SPEND

8x

AVG CUSTOMER SPEND VS. COST OF ACQUISITION

BIRKS



"Postmedia has understood our market and helped us refine our targeting to succeed in driving more qualified traffic. In our experience, working with the Postmedia digital team, they have proven to be very professional and knowledgeable in the digital space. They are a result driven team who monitors key metrics to test and optimize results. We have a long-standing relationship with Postmedia as a provider of print media advertising. Since January 2020, we have a new relationship with Postmedia as our partnership for digital media. Postmedia has proven to be a strong partner for us in this space."

Katie Reusch
Director, Omni-Channel Marketing & Communications
Birks Group