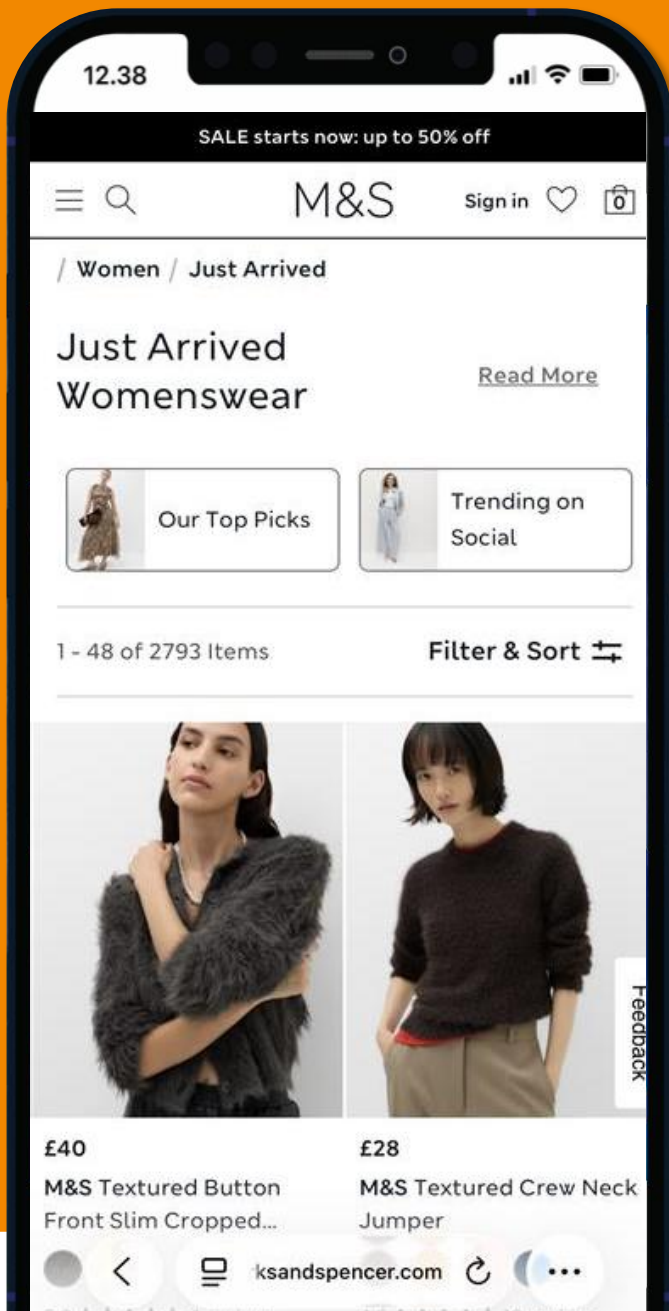




M&S Clothes Case Study

Connecting M&S with fashion
conscious UK shoppers at scale



The Challenge

M&S wanted to do more than simply maximise visibility. The brand's ambition was to re-establish itself as a destination for fashion inspiration while driving consideration across Womenswear, Menswear and Loungewear. To achieve this, M&S needed to connect with consumers in meaningful, relevant moments and reach audiences through high-quality content and trusted editorial environments that would reinforce brand perception and engagement.

The Solution

Delivered through Atria, M&S leveraged premium publisher environments and first-party publisher data to reach highly relevant audiences across trusted fashion, lifestyle and culture content. Using a curated PMP with premium video inventory, M&S was able to cut through crowded platforms, benefit from full transparency and contextual control, and place compelling creative where consumers were already receptive and engaged. This approach combined scale with quality, ensuring the brand's storytelling appeared alongside trusted editorial content.

The Results

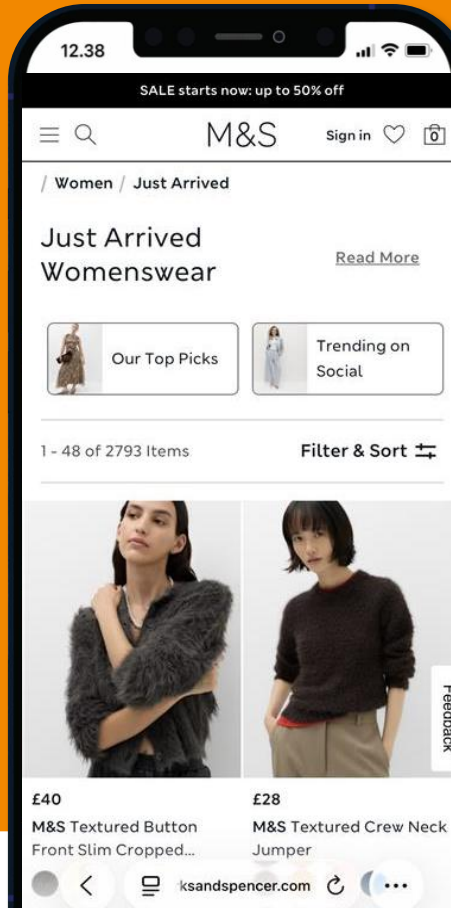
The campaign delivered strong engagement and attention metrics, outperforming key industry benchmarks. M&S achieved a Video Completion Rate (VCR) of 80.4%, 14.9% above the 70% benchmark, alongside a 78% viewability rate and a 0.3% click-through rate. The activity generated 3.19 million completed video views and reached 1.9 million unique users, demonstrating how premium environments, relevant audience targeting and trusted publisher data can drive both scale and performance.

"Atria helped us reach the right audiences in trusted premium fashion and lifestyle environments. Using publisher first-party data gave us confidence in where we were showing up, and the reporting showed that audience quality, not just scale, was driving stronger results."

- Mindshare Team

M&S

Atria



80.4%

VCR, +15% above benchmark

3.19M

Completed Views

1.9M

Reach unique users

