



Fine Watch Club success story

Background

Fine Watch Club are independent buyers and sellers of luxury Swiss timepieces such as Omega, Jaeger LeCoultre and Rolex that can be purchased either in-store, on their website or via a variety of luxury watch websites.

Objectives

The objective of the AdSmart from Sky campaign was to increase the number of enquiries from buyer and seller of watches online or from walking into the Norwich store.



Campaign targeting

Fine Watch Club targeted over 20,000 affluent males from selected postcodes across the East of England, which the campaign delivered over 150,000 impressions.



It's been a tremendously fun journey with Sky from day one and I would highly recommend advertising on this platform as it's has been the best use of our marketing spend since the business was launched. **Sam Richardson, Head of Sales and Marketing - Fine Watch Club.**



20+

Average daily enquiries

+80%

Uplift in website traffic

+200%

Increase in quality enquires