


Case Study

The Meghan Markle effect on Daily Mail Fashion Finder



Focusing on key events or celebrities is one strategy to grow publishers commerce revenue. One of the biggest media events of 2018 was the wedding of Prince Harry to Meghan Markle. We spoke to Lisa Potter, Femail Fashion Finder Editor at Daily Mail US, about what “the Meghan effect” has been on their commerce revenue, their wider strategy and how Skimlinks ensures they stay on top of the latest trends for their users.

Tell us about your commerce content strategy at Daily Mail?

For Fashion Finder we want to engage our readers and give them an instant shopping experience, but the editorial integrity is always key. It's a great way to create reader engagement and the potential opportunities to further develop our commerce footprint are very exciting.

How has the revenue from your commerce content grown over the past 12 months?


We have seen an increase in sales and engagement during the last 12 months thanks in part to some very fashion forward names dominating the news headlines, from Meghan Markle to Melania Trump.

With the Royal Wedding we had a lot of fashion-heavy articles focusing on Meghan in Fashion Finder. She is becoming a big revenue generator like Kate Middleton.

Is there a specific success story/example that you can highlight?

With the impact of the Meghan effect, we've seen great success optimising for the fashion and brands she is wearing. We saw an over 8% conversion rate to Givenchy for her wedding dress and the Goat dress she wore on her first official engagement as the Duchess of Sussex, from Matches Fashion sold incredibly well.

And it's not only what Meghan is wearing, we found during the Royal Wedding that our readers were just as interested in the guests' outfits, in particular the red Valentino dress worn by James Blunt's wife, Sofia Wellesley, was very popular.



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Be a beautiful bride like Meghan in Clare Waight Keller for Givenchy

Prince Harry and Meghan Markle's big day is finally here and we haven't been this excited for a dress since the Duchess of Cambridge's wedding back in 2011.

Kate's Alexander McQueen gown has got to be one of the most copied styles of all time, and this breathtaking design is destined to be just as iconic.

We've all been speculating for months as to who Meghan might ask to create the all-important dress. Stella McCartney, Ralph & Russo, Burberry or perhaps Erdem?

She kept us all guessing right up until the last moment, and as she arrived at St. George's Chapel in Windsor it was announced that it's the work of British designer Clare Waight Keller, Artistic Director at Givenchy.


Head to the Givenchy website here [Visit site](#)

We love the elegant simplicity of this dress. The slight off shoulder neckline, the train... it's perfection. When teamed with Cartier jewellery, a dramatic veil and Queen Mary's diamond tiara, it's a fairy tale come true.

The dress is undoubtedly the biggest decision you'll make when you say 'I do', so browse the Royal wedding-inspired options we've found for you on the virtual high street.

* PRICES MAY NOT BE AS ADVERTISED

Meghan Markle's wedding dress

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Style like Sofia in a floral Red Valentino dress

One of the lucky few to receive an invite to the wedding of the year, Sofia Blunt made the most of the warm weather when she opted for a floral midi dress.

The celeb stepped out in an appropriately romantic dress, covered head-to-toe in delicate floral embroidery.


Unfortunately, the feminine frock isn't available to buy online. However, we have you covered with our edit of stylish alternatives in the edit below.

These summery picks will have you feeling like royalty in no time. Check out Dolce & Gabbana for a similar, chic-peter pan styled collar. Or, for more affordable buys, give Hope & Ivy or Loved&Found a try.

Complete the look with a nude clutch and soft pink lip for the perfect summer style.

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Sophia Blunt's floral midi dress

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Do it like the Duchess of Sussex in a Goat dress

Meghan Markle's Givenchy gown took the world's breath away when she stepped out of the car last Saturday, and her Stella McCartney evening dress was just as beautiful.

So how can she possibly top that for her first official engagement as the Duchess of Sussex? With a bit of help from a brand called Goat, that's how!

She attended Prince Charles' 70th Birthday garden party at Buckingham Palace just three days after becoming Prince Harry's wife, and married life clearly suits her! Looking glowing in an antique rose-hued dress by the Duchess of Cambridge's go-to label, she accessorised with a Wilbur & Gussie bag and a Philip Treacy hat.

We love the sheer panels and elegant fit of this ladylike dress, plus the raw edged sleeves are a nice touch.

Click (right) to buy this exact style now, or dress like a Duchess with the help of our edit below.

...NOW GET ONE LIKE IT AND COMPLETE THE LOOK

Goat 'Flavia' dress [Visit site](#)

Get it now! [Visit site](#)

Wilbur and Gussie bespoke Charlie pyster bag [Visit site](#)

Vanessa Tugendhaft 'Idylle' earrings [Visit site](#)

Meghan Markle's Goat 'Flavia dress'

What were the major pain points of your process prior to Skimlinks?

Not having one universal affiliate system that looked after our favorite brands. Having to create links by hand and no easy way to access performance analytic

What benefits have you seen since working with Skimlinks?

Skimlinks saves us a lot of time with the easy to use **Editor Toolbar**, it shows us there and then which merchants we can get an increased rate from. The Publisher Hub also lets us see daily which merchants our readers enjoy buying from so we can make informed choices going forward about who to optimise for.

I love having access to the Skimlinks Publisher Hub, so I can see what our readers are engaging with and what merchants I should prioritize. I love the super simple Editor Toolbar which saves the team a lot of time converting links. And last but not least, the support from the Skimlinks team is fantastic!

What is your advice to other publishers who might be considering using Skimlinks?

If you want personalized support from a wonderful and knowledgeable team and you want an easy to use and implement commerce platform, then check them out!

LISA POTTER

FEMAIL FASHION FINDER EDITOR AT DAILY MAIL US

For access to the Editor Toolbar, Publisher Hub and all the other great products and features from Skimlinks, sign up now

[skimlinks.com](https://www.skimlinks.com)