



Tiffany, Cartier, Swarovski Among the Smartest Online

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Source: National Jeweler

New York--L2 has released its annual report ranking the digital competency of some of the world's biggest watch and jewelry brands, and two familiar names are at the top.

Part of this research is the firm's "Digital IQ" indices, which evaluates and ranks brands in various industries, like hotels, activewear, restaurants, and watches and jewelry.

The 2018 Digital IQ Index for watches and jewelry examined 70 brands and scored them based on the following four factors: website and e-commerce, which includes site load speed, product pages, the e-commerce experience, and online customer support; digital marketing, such as search visibility, email open rates and earned (not paid for) media mentions; mobile, meaning load speed on devices, mobile search capabilities and m-commerce; and social media.

The only jewelry or watch brands labeled Genius by L2 were Tiffany & Co. (144) and Cartier (140). Close behind Cartier was Austrian crystal brand Swarovski (139), followed by Alex & Ani (138) and David Yurman (136).

L2 cited Tiffany's best-in-class product pages, which give it strong organic Google search visibility, its mentions in publications like Vogue and Elle and expertise on social media as being among the factors that make it Genius. Cartier, meanwhile, received points for its easy online appointment booking, 360-degree views of product, and strong YouTube and Instagram presence.

The report noted that more watch and jewelry brands are embracing either direct-to-consumer e-commerce or partnering with sites like Net-a-Porter, which Richemont has bid to take full control of, and Hodinkee, in an effort to push down resale and gray market listings online.

The L2 report said Tiffany "over-indexes" on social media platforms, particularly Instagram, where it posts Stories and is quick to try new features, like polls.

Other areas of improvement for both jewelry and watch brands cited by L2 included email marketing. Only 67 percent of the 70 brands evaluated on the index sent any marketing emails in 2017, despite 81 percent of them offering email sign-up on their website. Jewelry and watch companies are "missing a crucial opportunity to engage with customers directly to improve retention," L2 said.