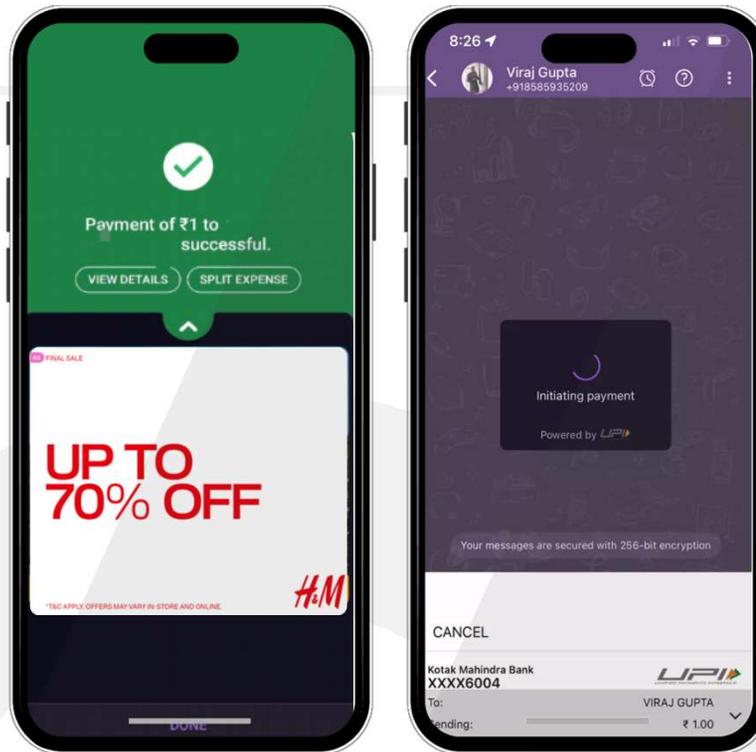# Success Story: **H&M**

Objective — Leverage PhonePe's massive reach and engagement to showcase H&M's summer collection to a diverse, fashion-forward audience

Strategy

- Post Transaction & Homepage Visibility during **peak shopping hours** identified on the app

- **Audience targeting:** Online + Offline Fashion transactors

Animation Video

Results

- Drove **6Mn reach** in the fashion + premium segment

- **1.5x better engagement** in the younger Gen-Z audience