

Innisfree Influences Skincare Retail Purchases Through Interactive Video Solution

Objective

Korean skincare brand Innisfree offers shoppers high-quality affordable and effective skincare. The brand sought to drive awareness and retail sales for its hydrating and energizing Green Tea Collection. In partnership with VDX.tv, Innisfree launched a cross-device video campaign to educate consumers about the benefits its Green Tea Seed Hyaluronic Cream and Green Tea Caffeine Bright-Eye Serum and influence product purchases at Sephora's online website.

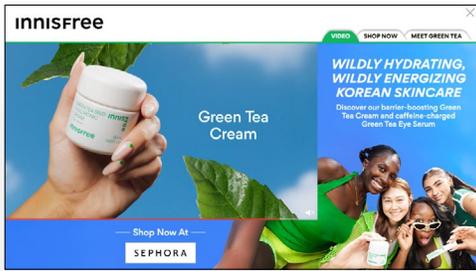


Solution

The campaign for Innisfree's Green Tea Collection leveraged VDX.tv's high-impact video solution across CTV and online video to influence purchase consideration among highly relevant beauty shoppers. By combining precise audience targeting with premium, immersive environments and interactive experiences, the campaign fostered deeper brand connections and meaningful engagement.

- **Audience:** A custom audience blend targeted the brand's competitive shoppers, Sephora shoppers, and consumers seeking clean, effective skincare with natural/eco-friendly ingredients. Target demographics included Gen Z and younger millennial women living in urban and suburban U.S. markets. This approach to audience targeting helped influence sales by driving awareness with the most relevant audience groups.
- **Environment:** Brand credibility and impact were enhanced by prioritizing ad placements on premium and contextually-aligned sites focusing on wellness, beauty, and lifestyle.
- **Experience:** VDX.tv's TV Magnify Surround delivery maximized reach and drove deeper engagement across connected TV (CTV), desktop and mobile screens of valuable consumers. Advanced creative executions of the VDX video ads offered consumers a compelling way to experience the Innisfree brand and its products. With interactive features like QR code (on the CTV unit) and secondary tabs with product or info galleries (on desktop and mobile), consumers could explore and shop Innisfree's Green Tea product line and other products for different skincare needs. This creative approach effectively influenced purchases by covering the full funnel, from awareness to action.

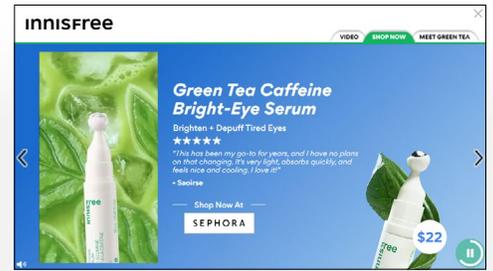




“Video” Tab: A high-impact video showed the qualities and benefits of each product within the Innisfree Green Tea line.



“Meet Green Tea” Tab: An educational info gallery displayed the ingredients and benefits of each product in the collection.



“Shop Now” Tab: Featured a gallery of various Innisfree products that consumers could shop at Sephora’s online store. Product ratings and customer testimonials further helped drive purchase intent.

Impact

Innisfree’s Green Tea Collection campaign with VDX.tv delivered strong results, demonstrating high engagement and genuine persuasive impact beyond simple product education. By leveraging the power of interactive video to amplify Innisfree’s value proposition and build credibility among beauty shoppers, the campaign was able to influence consideration and purchase intent with relevant consumers.

Campaign impact was confirmed through third-party brand lift studies, which found significant lifts across upper and mid-funnel measures after exposure to the VDX ad units.

Campaign Performance

Metric	Results
Engagers Average Time Spent	3 seconds longer than benchmark
CTV Engagement Rate	40% lift versus benchmark
Engagers CTR	50% lift versus benchmark

Brand Lift Study

Metric	Results
Brand Opinion	42% lift
Product Appeal	16% lift
Purchase Intent	18% lift

Validated by **Cint**  **PURESPECTRUM**

*Brand lift studies compare responses between a control group (exposed to VDX ad) and a test group (not exposed to VDX ad).



For more information, please contact us at hello@vdx.tv

© 2026 VDX.tv. All rights reserved. VDX.tv, the VDX.tv logotype, and other products and services of VDX.tv are trademarks, service marks, or registered trademarks of VDX.tv. 0108 Part No. 20260108

WWW.VDX.TV