

# L'Oréal Increases Online Traffic With Data-Driven & Interactive Video Overlays

L'ORÉAL



## +Double-Digit

Higher click-thru-rates than standard video ads



## 2,000+

Personalized, data-driven video iterations

## Goal

As part of the promotion for Giorgio Armani products, L'Oréal was looking to drive customers to brick and mortar retailers, as well as increase traffic to retailers' websites through digital video. L'Oréal partnered with Innovid to leverage geo-specific interactive overlays and help the luxury brand meet this goal.

## Innovid Solution

In order to drive sales for L'Oréal, Innovid created over 2,000 video versions across four Armani campaigns, featuring various locations of L'Oréal's retailers — Macy's, Sephora, and Ulta. Audiences were then shown videos with data-driven overlays, featuring the retailer nearest to their location. They were also prompted to click out to the retailer's website to purchase the featured product online. Having both the physical address and digital retailer present in the ad allowed the brand to cater to consumer preferences to either visit the nearest retail locations or purchase online.

## Outcome

Data-driven, interactive videos drove the highest performance lift when compared to standard pre-roll videos, including double-digit growth in click-thru rate from an advanced format designed to drive clicks out to L'Oréal's site.

### AUDIENCE 1

New York Shoppers



### AUDIENCE 2

Los Angeles Shoppers



INNVID