Estée Lauder Drives Brand Recall with Data-Driven Video on YouTube

INNOVID

43%
Lift in Brand Recall

$0.02
Decrease in cost-per-view

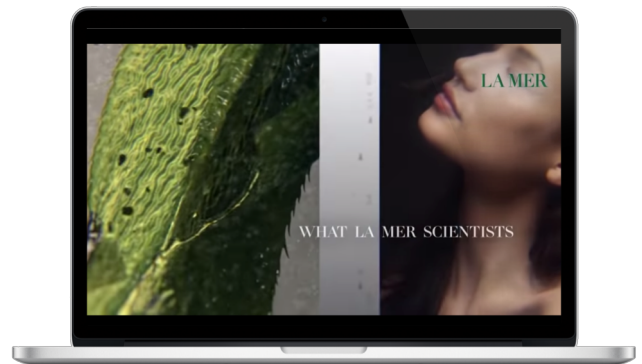**1.4X**
Lift in Completion Rate

Goal

One of Estée Lauder's premier brands, La Mer, needed to stand out in an increasingly saturated beauty market, driving brand recall for their Crème de la Mer™ Moisturizing Crème in the process. Focused on driving customer engagement, La Mer aimed to create deeper relevance by deploying a personalized, data-driven video strategy across YouTube TrueView.

Solution

1. In order to optimize La Mer's core brand video to perform best for YouTube TrueView, Innovid shorted the video from thirty seconds down to just fifteen, layering on persistent branding.

2. To amplify relevance, Innovid added creative overlays, uniquely personalized to the content the user searched for.

3. Users who watched Taylor Swift related videos got a special Swift related message, those who were interested in Travel received messaging around adventure, and so on.

Outcome

The personalized messaging drove the highest performance lift and lowest cost-per-view when compared to standard YouTube videos, including:

47.57% completion rate vs. YouTube CPG Beauty benchmark of 34.45%

$0.03 CPV, down from a benchmark of $0.05

+ 43% lift in overall brand recall

+ 72% lift in brand recall vs. YouTube benchmark

Core La Mer Brand Spot

Optimized for YouTube TrueView with additional branding

Personalized with contextually relevant messaging

Contact **solutions@innovid.com** to learn more about video advertising solutions

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