


Interactive Video Drives Big Results for a Global Coffee Brand



67%
increase in brand affinity



11%
increase in completion rate



Over 100,000
clicks to the brand's website for more information

Goal


A leading coffee brand wanted a new way to showcase their portfolio of at-home products, such as coffee beans and pods. They looked to Innovid to implement digital video marketing initiatives that would drive viewers to their website and encourage them to learn more about their full portfolio of products.

Solution


The global coffee company leveraged Innovid's interactive Overlay video format to display images of a variety of products. The images included a compelling call-to-action to drive visits to the company website for more product information. The Overlay format is part of Innovid's Video Experience Suite, which helps marketers create more relevant and engaging experiences to target audiences. It uses interactive and localized video features as well as clickthrough graphics to give viewers a way to easily explore more brand content.

Outcome


The video placements drew great results, increasing both brand affinity and completion rate.



Overlay outperformed standard pre-roll placements in brand affinity and completion rate, and drove over 100,000 clicks to the brand's website.



The brand utilized a Nielsen Brand Effect Study to measure their main KPI of brand affinity and found the interactive Overlay video placements drove a 67% higher lift in brand affinity compared to the standard pre-roll placements.



The overlay placements also resulted in an 11% higher completion rate than the standard pre-roll placements.

