

## SUCCESS STORIES

# Zeiss reinvents consumer perception of Milvus Lenses with a paradigm-shifting ad experience

Campaign reaches sky high engagement rates with Amobee Rich Media

## 23.77%

engagement rate was driven by the rich media which exceeded the client's expectations

## 331 375

impressions were achieved throughout the entire campaign period

## GOALS

- Moving away from product centric ads, Zeiss decided to take on a premium and interesting lifestyle approach when promoting their camera lenses.
- Drive high engagement rates on ads.

## SOLUTIONS

- Amobee Studio team created an engaging and interactive ad that showcases the different selling points of the Milvus lens.
- Users are prompted to tilt their phones to pan across the ad.
- 2 interactive hotspots around the ad offer further engagement for users to view more information regarding the lens.

## RESULTS

The ad proved to be immensely successful, exceeding the client's expectations, achieving 23.77% engagement rate within the Zeiss' key target audience.

The ad also reached multiple audiences, gaining 331 375 impressions throughout the whole campaign period.

