

Luxury fashion brand *dresses to impress* in Germany

We were briefed to captivate a luxury fashion brand's affluent German audience – skewing male and 35+ – using our range of mobile ad formats, featuring the client's attention-grabbing video creative



~500K

impressions
served in
Germany



0.75%

Interscroller
CTR, triple the
benchmark



80%

Viewability,
exceeding client
expectations

