

# PERSONA | BEST CASE

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## Challenges

A beverage manufacturer from overseas wants to present its diverse range of products to customers.

## Solutions

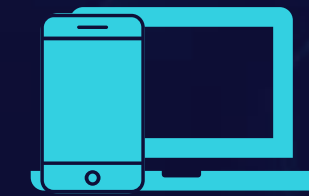
We used a campaign with a high-engagement cube ad and targeting Persona "Travel Lover" to most effectively highlight the overseas character of the drink and generate the best response from customers.



Impressions  
**353K**



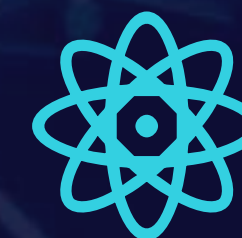
Runtime  
**16.05.2022 – 31.07.2022**



Formats  
**ROP Multiscreen: HPA & Mrec als Cube Ad**



CTR  
**8,85%**



CTR Uplift  
**Uplift x8.8 to Peers<sup>1</sup>**