

Short-form Case Study

THE STORY: Skincare brand, Dermalogica, had been primarily running campaigns featuring static display ads and were looking to improve their brand awareness, engagement, and, ultimately, customer acquisition. In their experience, static ads had a tendency to get lost in the shuffle. With the help of AdRoll, they found a more dynamic solution: video. On their most recent video campaign, they saw stronger video completion and average click-through rates.

THE RESULTS:

- 0.42% better average click-through rate for video ads vs. static ads
- 40% video completion rate

KEY TAKEAWAYS:

- Keep video ads short and concise—a maximum of [15 seconds](#).
- Make them active: incorporate sharp content grabs, add lots of movement, and include subtitles if audio is used.

[CTA] Read the full story →

[SIDEBAR]

Industry: Retail: Beauty

Use Case: Attract new customers

Integrations with AdRoll: [NONE - DO NOT INCLUDE FOR THIS CASE STUDY]

[QUOTE] “Video is a new way forward for us, and AdRoll has made this experience so much easier for us. The whole process of uploading videos across web and social is very simple to do.”

—Lorena Navarrete, E-commerce Manager, Dermalogica

[CTA] GET STARTED

-

Long-form Case study (Lives on blog)

A digital marketing makeover: Dermalogica's success story

Intro

To understand how the Dermalogica team continues to grow customers and expand their global footprint, we sat down with Lorena Navarrete, E-commerce Manager, to go over how she and her team have utilized video ads in their digital marketing efforts.

AdRoll: What led your team to adopt video ads? What was the business challenge that your team was trying to solve?

Lorena: From a customer acquisition point of view, our goal was to improve brand awareness. And quite often what happens across social and web is that static ads get lost when users scroll through their feeds and websites. Video helped us by engaging new audiences with vibrant, moving imagery that helped us stand out. And with current customers, it helped us convey short but impactful information about our offerings and brand.

AdRoll: Did you have any specific KPIs to reach these goals?

Lorena: This year, in particular, we've had to up our website traffic and have aimed to improve it by 3x. Additionally, we've had a laser focus on upping our conversion rate. We're currently on pace to hit these goals by the end of 2019.

AdRoll: How have you been utilizing video ads?

Lorena: Every few months, we'll have a product launch, so we've been using it to promote these new products. Recently, we ran a 4-week video campaign to support our latest launch.

AdRoll: Is there anything that AdRoll has done to enhance your use of video ads?

Lorena: Definitely with ad placement across multiple digital channels. One thing that has stood out has been our results on social; we've seen a big jump in engagement.

AdRoll: What advice do you have for marketers who are interested in video ads?

Lorena: Keep your videos short and concise—that's really, really important. Don't create videos longer than 15 seconds. People tune out after 10 seconds, and there are [statistics that state that people are engaged within the first 4 seconds](#). If you don't pull them in from the get-go, you'll likely lose their attention.

I'd also recommend using sharp, content grabs, and lots of movement. Last, if there's any dialogue, make sure to use subtitles, as users don't always have the sound on.

Interested in learning more about video campaigns? Watch this [2-min video for more best practice tips](#).
