

Julie's Biscuits increases campaign efficiency with Wootag's interactive video and insights platform



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CASE STUDY

Client:
Julie's Biscuits

Method:
Interactive video
integration with Wootag



RESULTS



14X ↑

higher CTR than average industry benchmarks driving footfalls to the e-commerce storefront



87% ↓

reduction in CPC than industry benchmark



21X ↑

Higher interactivity leading to incremental time on the ad by 6.2 seconds



FINDING INTERACTIVE WAYS TO DRIVE PURCHASE ACROSS MULTIPLE SKUs WITHIN KEY VISUAL

With wavering online vs offline behaviour driven mostly through the pandemic. Leading confectionery brand, Julie's Biscuits explored innovative ways to drive online shopping across multiple SKUs within their key visuals. Julie's Biscuits partnered with Wootag to utilize their Audience Behavioral data across SG & MY to build interactive shoppable experiences that drove audience engagement when served across various online video platforms.

DRIVING MEANINGFUL AND ACTIONABLE INSIGHTS

While traditional videos lack the ability to drive audience consideration & engagement, Wootag brings in high-impact interactive experience driving meaningful & actionable views.

As a part of actionable ads with Wootag, Julie's Biscuits built shoppable interactive with engaging nudges so customers can browse and take action. The striking ads held the attention of the viewers and increased brand recognition with an uplift in performance!



An interactive experience is where a viewer has the ability to tap/click/touch and interact with the content from within the advertisement. In today's time, this is becoming more prevalent in the world of media over traditional videos.

Strong Uplift in CTR with a 14X uplift in Engagement!

Wootag helped Julie's Biscuits maintain a high video interaction rate (IR) with 7% of the viewers Interacting at least single SKU within the video and also outperforming their Interaction goal by at least 14X!

The campaign efficiently distributed its message across platforms in 2 countries with multilingual ads across 2 E-commerce platforms leading to boosted reach, traffic & engagement. This is well indicated through a 14X uplift in CTR over market benchmarks.

Partnership between Wootag and Kredence allowed Julie's Biscuits to execute the campaigns in an effective & efficient manner, delivering results beyond the set benchmarks.



TESTIMONIAL

Wootag is a critical tool in our "Take 25" campaign in creating linkage from our visual-narrative-driven content to our product OAT 25.

Tzy Horng Sai

Director, Julie's Biscuits