



IMAGINE WHAT WE CAN ACHIEVE FOR YOU

### CAMPAIGN RESULTS

**CTR** **3.5%**

CLICK THROUGH RATE

**25 966**

NUMBER OF VIDEOS INITIATED

**4 711**

NUMBER OF ACTUAL COMPLETED VIEWS

BANNER 200x200



EXPANDED BANNER

CLIENT  
**Carat**

BRAND  
**adidas**

CAMPAIGN DATE  
**17 Aug - 15 Sept**



# adidas Ultra Boost

DEVICE • MOBILE • TABLET

**GOAL:**  
RE-LAUNCH OF THE ULTRA BOOST RUNNING SHOE  
DRIVING TRAFFIC TO THE WEBSITE SHOWCASING THE SHOE

**MEDIA CHANNEL:**  
PREMIUM NATIVE DELIVERY ACROSS TOP INTERNATIONAL SITES  
TARGETING SOUTH AFRICAN IP RANGES

**AUDIENCES:**  
TARGETING ANDROID USERS ACROSS PREMIUM SPORT, FASHION, LIFESTYLE AND FITNESS PUBLICATIONS