

Fetch&Cove

CASE STUDY: Fluid 250 Shoppable Ad

ResponsiveAds *Re-defines Display Performance*

Adslot *Enables seamless execution*

16x lift vs. Standard IAB Ads



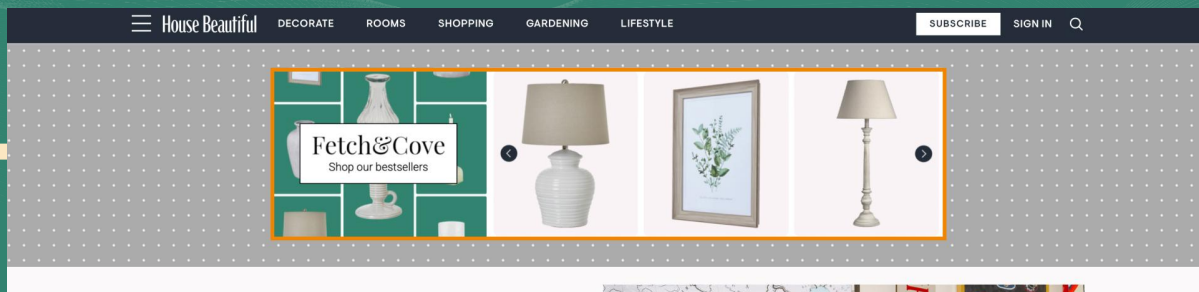
The Problem

Standard IAB ads on premium sites - a **wasted opportunity** to fill space

- **Advertisers** lose potential engagement and sales
- **Publishers** miss out premium CPM's and revenue opportunities
- **Advertisers** discovering high impact creative opportunities can be challenging

Has the industry forgotten how powerful premium media can be in driving real brand outcomes?

Wasted Space



The Solution

- A high-impact format that **transformed unused the wasted space** into value.
- The ResponsiveAds Fluid 250™ delivered **edge-to-edge responsiveness** across screens.
- A creative concept that **blended perfectly with the site design** (contextually aware).
- With **Hearst's Storefront** (powered by Adslot), the Fluid 250 was **highly discoverable** and **seamlessly executed** from deal to delivery.



The Results?

CTR

16.7x IAB* (7x Shoppable**)

Engagement Rate

11.8x IAB* (2.5x Shoppable**)

Outside the campaign

17 seconds

Average time on site

From the campaign

1 min 55 seconds & 1 min 14 seconds

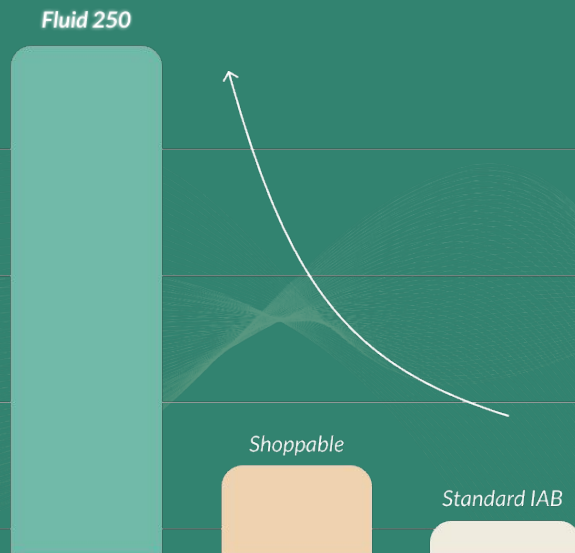
Country Living & House Beautiful
For 4-6x more time spent on campaign

"The Campaign brought in visitors who were clearly more engaged than our usual traffic, **spending considerably longer on site.** Our objective was always to focus on awareness - getting Fetch & Cove in front of the right audience, in the right environment with creative that complimented the surroundings. **The activity worked as planned and has given us a useful benchmark for future campaigns**"

Heather Banford
Founder & CEO
Fetch&Cove

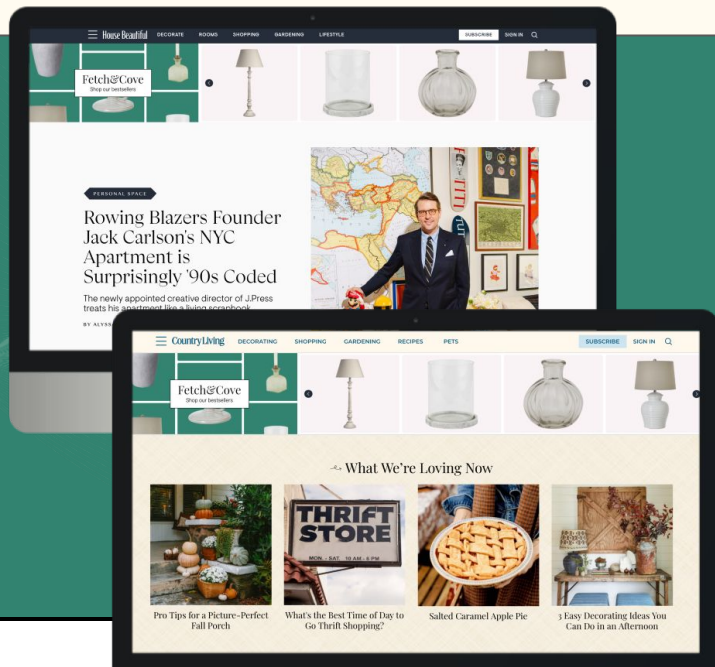
*Standard IAB size of 970x250

** Shoppable means: carousel based product ads



Ready to scale your impact?

- ✓ Unlock high-impact ad formats
- ✓ Drive 10–20x performance vs. IAB standards
- ✓ Deliver immersive experiences in the right environment
- ✓ Seamlessly trade high impact formats



CONTACT US



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