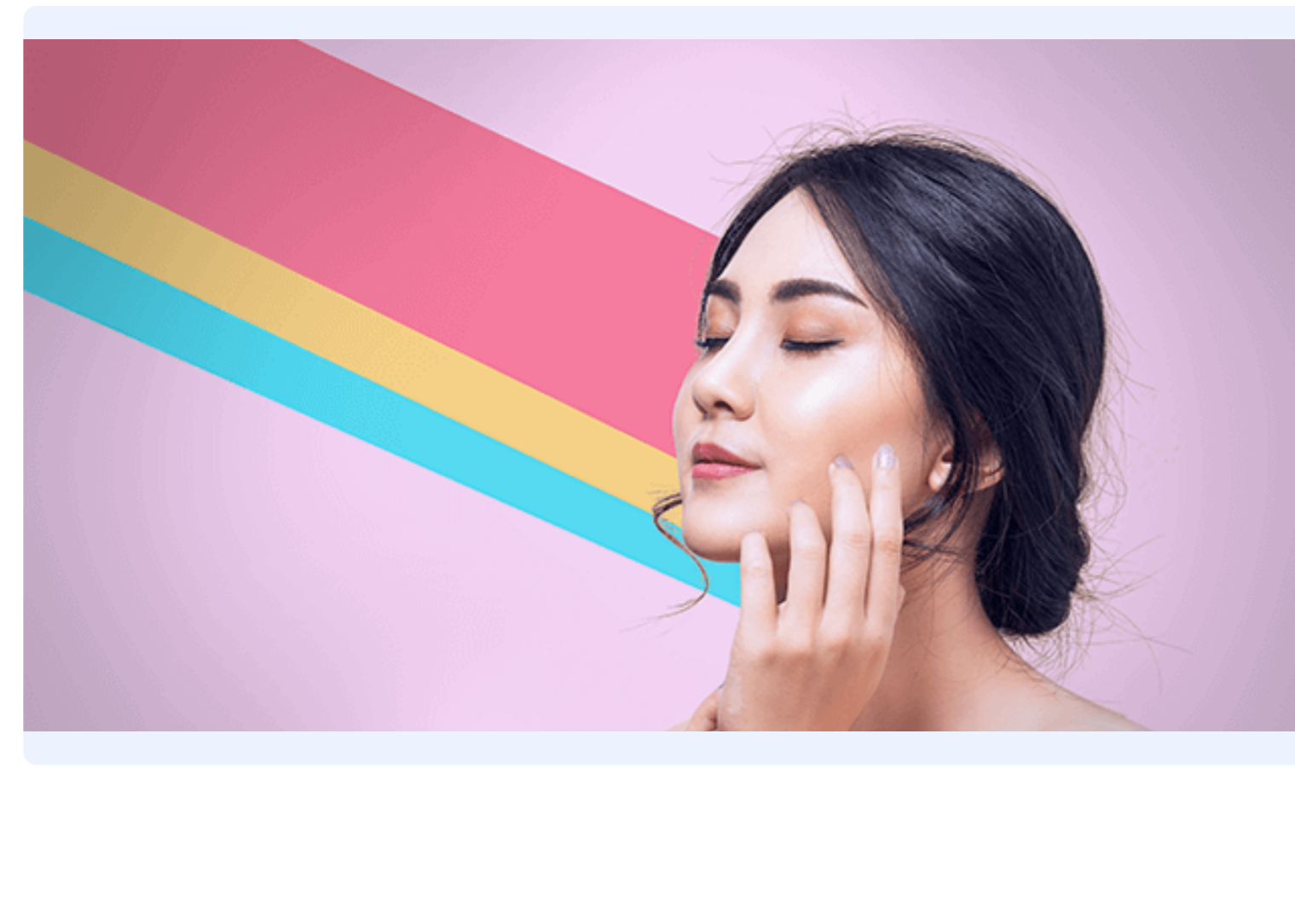


## Case Studies



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**POND'S Creates Awareness to Practice Skin Hygiene Through Interactive Video Ads**

**SOLUTION**  
Engaging with Customers, Acquiring New Users

### About POND'S

Since 1846, POND'S has been developing skincare solutions that believe that our skin needs to stay strong deep inside so that its softness and beauty can radiate outside. As a part of this mission, the POND'S Institute was formed to combine years of skincare science and innovative product formulas, through a global network of more than 700 scientists. Their mission is committing to reducing skin worries by creating science and technology breakthroughs, to improve skin texture that makes your skin 'future-ready'.

### Highlights

# 6.8 Million

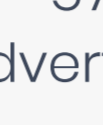
Indonesian Female Audiences Reached

# 450%

Increase in CTR Compared to the Benchmarks

# 1.5X

Video Completion Rate Compared to Benchmarks

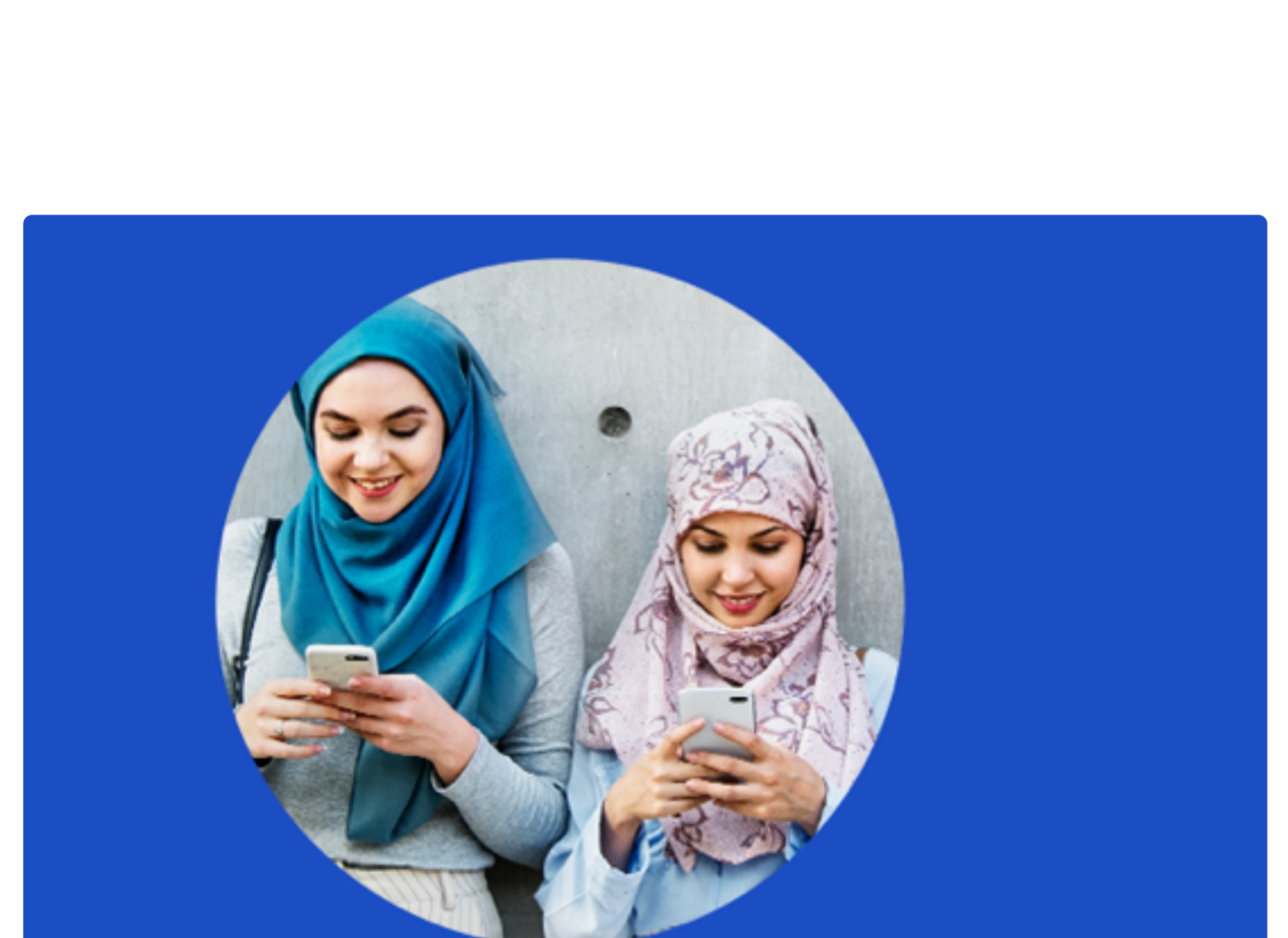
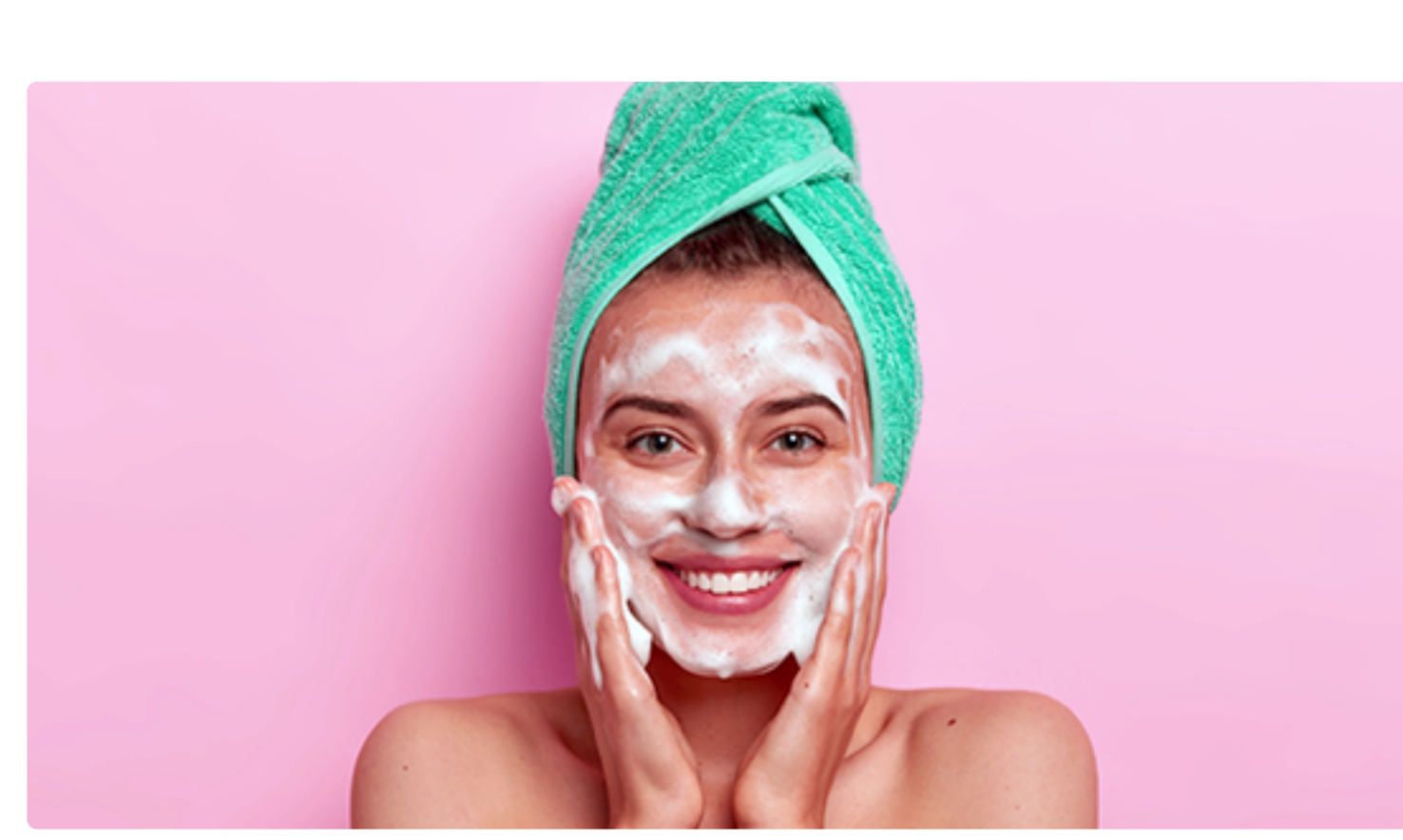


InMobi has created a customized engagement journey to capture the attention of the audience with video ads. It goes to show that a well-targeted mobile strategy paired with strong creative and messaging definitely yields successful results. Thanks to their advertising efforts, we could deliver the message of practicing hygiene to our Indonesian female audiences, loud and clear



### The Brand Objective

Every day, 200 million foreign particles enter the skin. So, The POND'S Institute created Triple-Charcoal technology to clean the skin three times better, removing all particles of dirt and grime to make skin fresh, clean, and three times radiant. To generate awareness about the importance of washing face, especially during the COVID-19 pandemic, the brand created a campaign #CuciTanganmuCuciMukamu (Wash hands then wash your face). The campaign was targeted at Indonesian female audiences aged between 18-35 years to keep their hands and face clean through a detox process, to avoid possibilities of any infections that could happen because of touching the face.



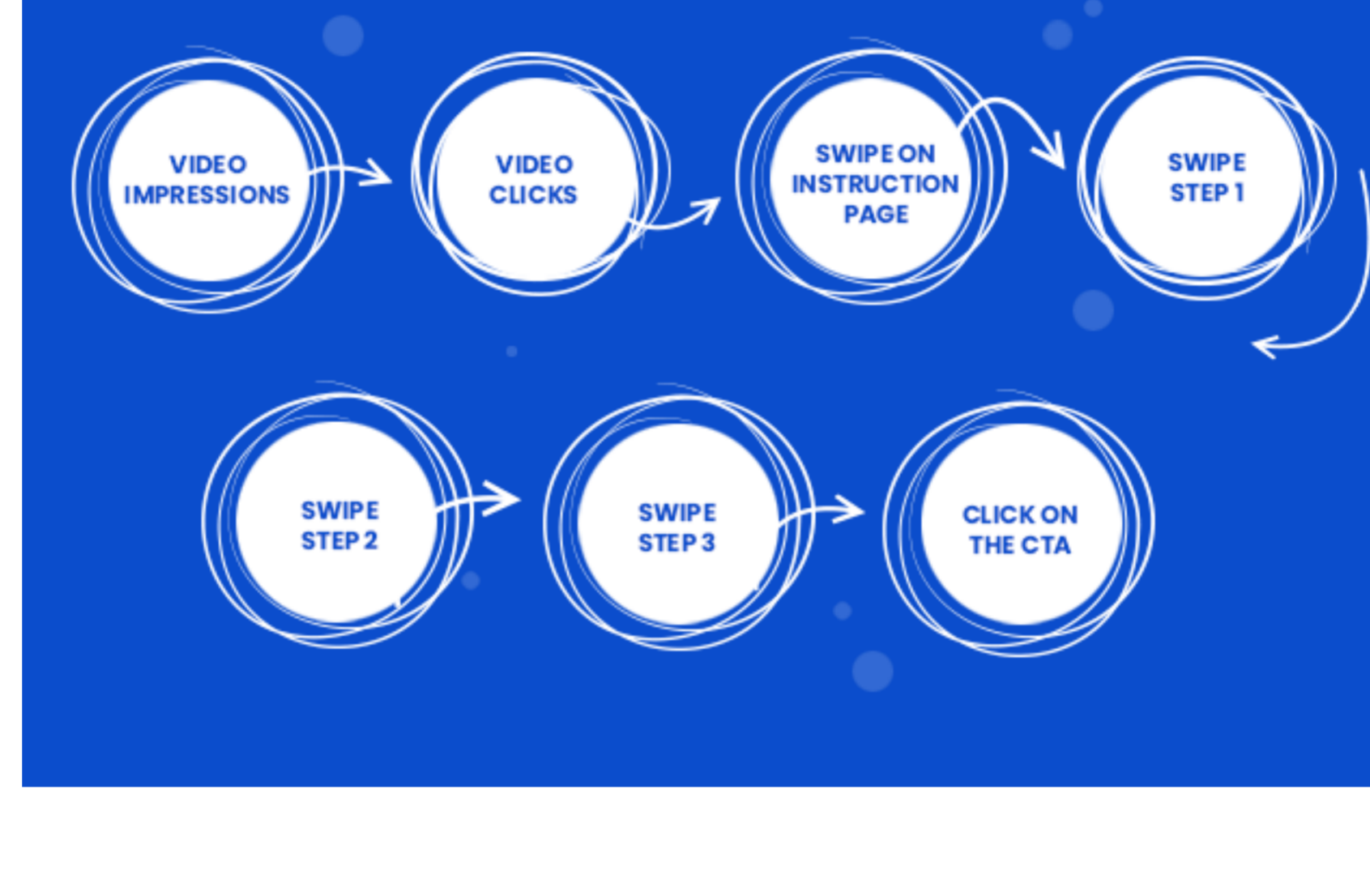
### The Solution

To promote POND'S new campaign, InMobi served vertical videos with end cards to educate audiences on the hygiene and detox process amidst the pandemic.

#### 1. Generating Awareness through Interactive Video Ads

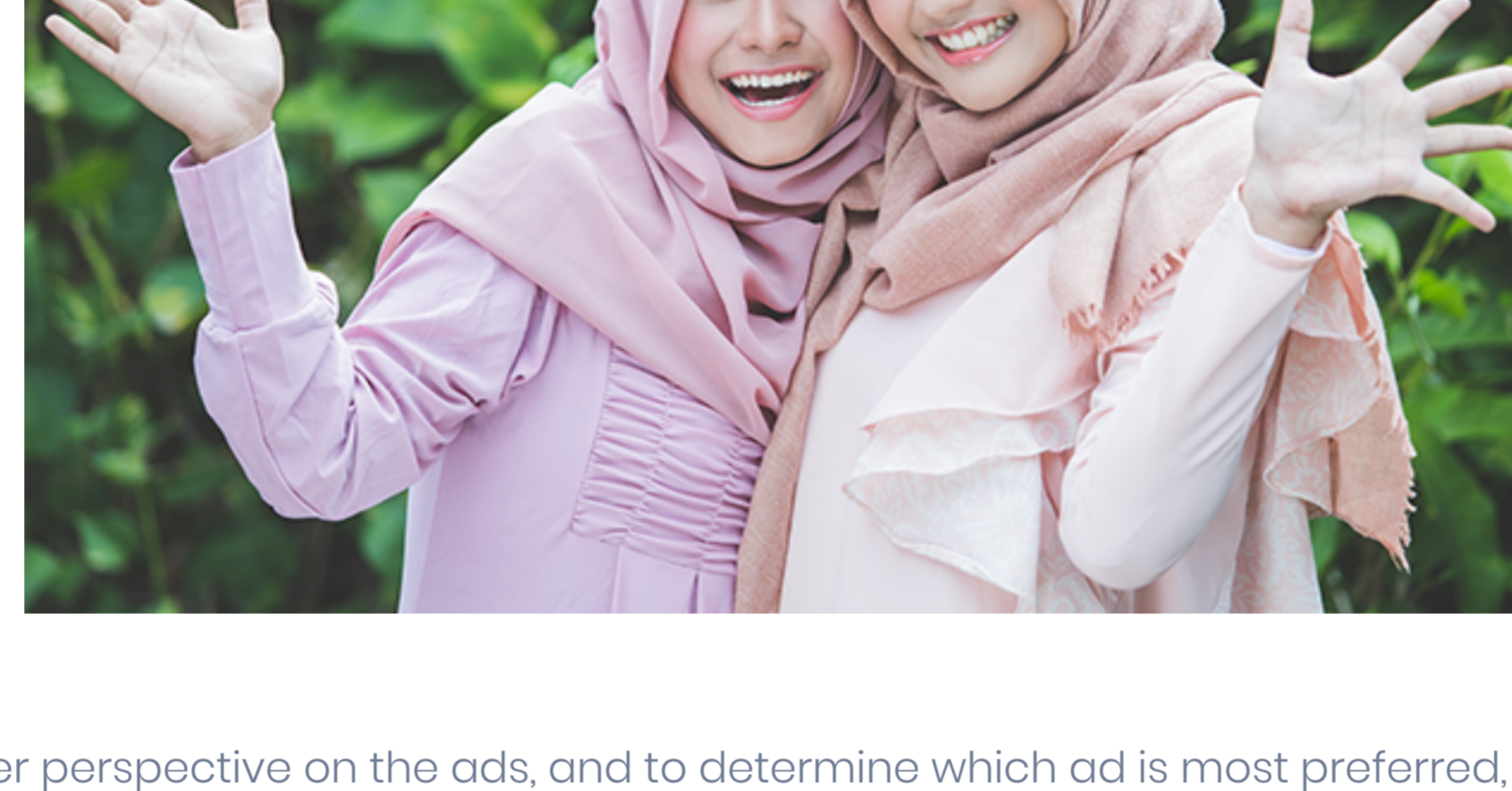


- The video ad showcases the detox process in 3 steps:
- ~ Cleaning the skin pores with POND'S Vitamin Micellar Water
  - ~ Cleansing the face with POND'S Pure White Foaming Wash
  - ~ Pampering the face with POND'S Clay Mask



The customer viewing the ad clicks on the video and is redirected to a series of detox instructions. Upon swiping on the instruction page, the customer is taken through to the three steps of the detox process each followed by a swipe. She then gets to click on the CTA "Get Now" to visit the POND'S landing page to purchase the product(s). This parallel engagement helped the brand capture any intent building during the course of the interaction.

#### 2. Performance Tracking Through A/B Campaigns



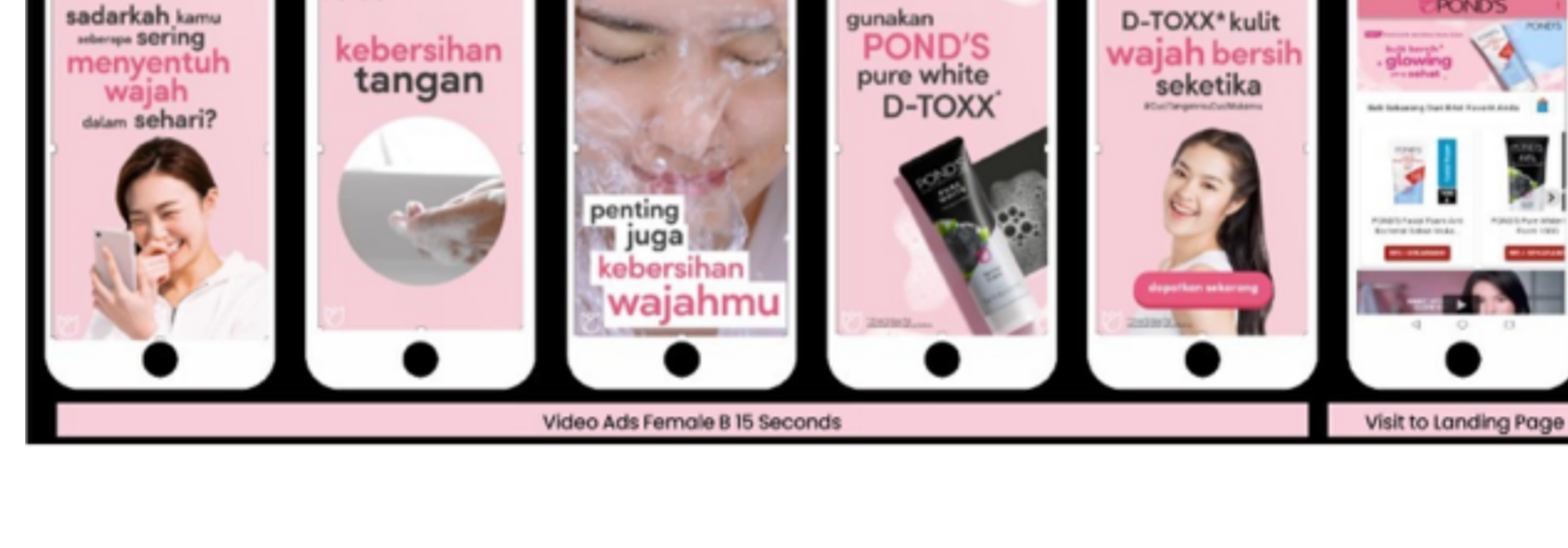
To understand the consumer perspective on the ads, and to determine which ad is most preferred, the campaign conducted A/B testing with two different ads:

Parameters	Female A	Female B
Ad Content	It's important to be clean, Always Wash hands first and then your face	Realize how often you touch your face in a day? It's important to always wash your hands first and then your face
Ad Intent	To present the importance of being clean amid the pandemic	To present a quick fact followed by the needful detox process
Ad Length	Awareness Ads: 15 seconds Retargeting Ads: 6 seconds	

##### Female A 15 Seconds Video - Awareness



##### Female B 15 Seconds Video - Awareness



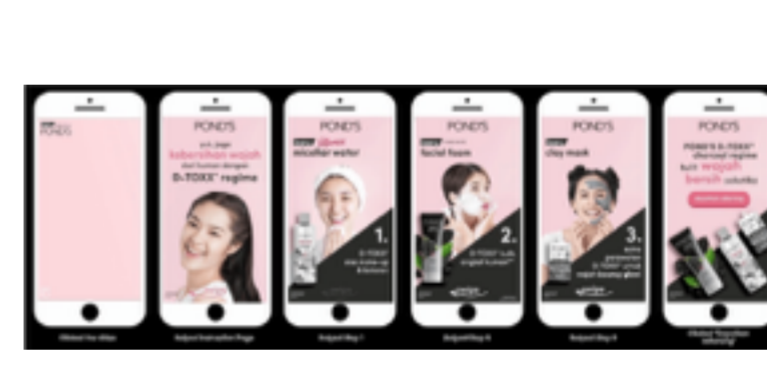
#### 3. Delivered Retargeting Ads to Increase Ad Engagement



The campaign also targeted users who dropped out of the engagement journey and showcased a retargeting ad for a shorter time (6 Seconds), to gain the viewer's attention. Retargeting ads also have been delivered in an A/B testing environment to find the best engagement rates. The ad content and CTA remain in line with the awareness ads for the A and B retargeting variants.



Retargeting Ad A  
6 Seconds Video & End Card Promotion




Retargeting Ad B  
6 Seconds Video & End Card Promotion

### The Result


This journey-based engagement has driven higher ad visibility and product discoverability for viewers. The campaign delivered 19.3 Million impressions and reached 6.8 million unique users in just two months. Achieved 600% Click-through rates (CTR), with an average of 450% higher engagement than industry standards in Indonesia. Overall video completion rate is impeccably high with 15X times the industry benchmark. Most impressions are generated from Female A 15 seconds video with 8.8 Million impressions. Highest CTR recorded from Female B 15 seconds video with 6.40% CTR. Between Retargeting A and B, Retargeting B has more engagement than A. Overall engagement rate on retargeting Videos end card is 8.46% which is high above the industry benchmark of 3%.




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