

# Video ads help Avène nurture awareness with 51% VTR

## Goal

Awareness, Consideration

## Industries

Beauty

## Ad type

Standard, Video, Carousel

## Product features

Targeting

# x3

lower eCPV than benchmark\*

# 51%

VTR (3.4x higher than expected\*)

## Avène nourishes visibility and interest

Avène wanted to raise awareness of their sensitive skincare range among French women aged 25-64 interested in relevant beauty products. They were also looking to engage with those in the consideration phase to drive traffic to their website.

## Careful targeting gives great results

Pinterest allowed Avène to reach a key proportion of its target audience not present on other platforms. Working with creative agency Tequila Rapido, their video, standard and carousel ads targeted women with relevant interests and searches to grow awareness, while using retargeting and an actalike audience to drive traffic. Media agency Artefact also helped Avène achieve a really successful campaign. The brand reached a 51% VTR (view-through-rate), 3.4x higher than expected and a conversion rate of 6.3 %.\*

\* Pinterest Ads Manager, France, 2021

Avène



*“ Pinterest allows us to reach an exclusive incremental audience since 49% of our Pinterest users in France don't use other social platform ”*

Paul De Croisoeuil, Global Marketing director, Pierre Fabre Group