

Successfully reach and engage a specific audience on premium placements

Ymea (Perrigo) offers a range of products designed to support women during menopause, providing relief from symptoms such as hot flashes and night sweats. Ymea Perrigo aims to empower and enhance the quality of life for women experiencing this natural transition.

Campaign flight:
19.05-02.06

Campaign type:
OMNI campaign (video and display)
across all screens (Mobile / Desktop)

Goals:

- Drive reach whilst reaching optimal media KPIs across attention, viewability and VCR
- Drive attention and brand awareness through video measured with the Adelaide attention metric
- Drive consideration by using display ads, leading engaged and interested users to the landing page
- Reach the most premium placements and websites programmatically using a curated supply to avoid MFA (made for advertising) supply and to direct ad spend to placements where user attention is at its peak.

88%

Viewability

76%

Display
Viewability

81%

Video
Completion Rate

*across all video lengths
(from 6 to 30 secs)

45

Avg AU score
(powered by Adelaide)

*across 1 strategy



Menopause is a natural transition in a woman's life, but it often comes with uncomfortable symptoms that can significantly impact their daily lives. Communicating the brand's understanding of these challenges and offering relevant solutions was crucial in this campaign. A key goal was to reach out to women who may not actively seek information about menopause or related products.

The campaign's mission: Empower women on their menopause journey to reclaim their vitality.

Our challenge: Raise awareness, ignite interest, and deeply engage women aged 45-64. By cleverly integrating symptom-related keywords, crafting relatable messages, deploying a dynamic multichannel strategy, and embracing the diverse needs of our target audience, we will revolutionize their menopause experience, paving the way for a life of true fulfillment.

Target audience: Women aged 45-64, who experience unpleasant symptoms during the arrival of hot weather due to the intensification of symptoms like hot flashes.

How we managed to reach the target audience: with a mix of Deep Context and Deep Search (cookieless targeting) and Deep Audience.

"We were impressed by Adlook team's ability to understand the needs of our brand with an on spot advertising strategy, delivered with impactful creatives that address those needs. They raised awareness about how our products aid women experiencing menopause by reaching women who may not actively seek information about the condition. Looking forward to keep working with Adlook to achieve even better performances."

Ilaria Loria,
Digital Marketing Manager, Perrigo Italy

"Achieving the stated media Key Performance Indicators (KPIs) in both display and video formats, while effectively managing supply and placement curation, demonstrates the exceptional results generated by our Deep Learning. We are extremely pleased to sustain our partnership with Perrigo, as it allows us to further propel innovation across various channels and advance targeting solutions for future endeavors."

Luca Filardo,
Global, Head of Solutions Management, Adlook