

French's is a globally recognized condiment brand. Their product offering is diverse and they are constantly innovating by adding new product lines and unique flavors to their portfolio.

DEEP LEARNING  
SMASHES  
INDUSTRY  
BENCHMARKS\*  
+23% IN VIEW  
TIME

+1.6M  
Unique Users Reached

19s  
In-view time

+100  
Premium hosts

+10,300h  
Total Exposure Time

MOAT benchmark for Mexico Mobile data

## ADLOOK SERVES UP A STORM BY BUILDING AWARENESS AMONG RESTAURANT OWNERS

"Adlook's ability to deftly navigate the Open Web proved invaluable for our campaign and enabled us to reach users in their preferred environment, improving the impact of our campaign."

Marco Saucedo  
Brand Manager



French's Mexico enlisted Adlook to boost their brand presence in the Open Web through a 360° display campaign that included building creative assets, implementing cutting edge Deep Audience targeting solutions, and **premium placements** in the Mexico's top hosts all powered by the latest Deep Learning technology.

Reaching restaurant entrepreneurs wasn't an easy task, but Adlook succeeded identifying the right audience by combining **Deep Search technology** to evaluate search intent with **cookieless targeting** based on contextual signals.

We maximized the value of each impression by eliminating fraudulent traffic and thus ensured outstanding results while protecting brand reputation and connecting with **high quality audiences**.