

Enterogermina

Enterogermina, a Sanofi brand, is one of the world's most popular probiotics, promoting a healthy gut for kids and adults.

THE VIDEO
COMPLETION
RATE
EXCEEDS
INDUSTRY
AVERAGE BY
36%.

84%
Video Completion Rate

85%
Viewability

81%
Fully On-Screen

9,420h
Total Exposure Time

"Adlook's technology proved to be a game-changer for us. It not only improved the quality of our communication, but also increased the likelihood of our launching message being understood correctly."

Agnes Motta
Digestive Media Lead, Sanofi



Enterogermina launched a new product designed specifically for adults who want to avoid inconvenient indigestion problems while travelling. To this end, the brand built a campaign to focus on people who travelled regularly.

To boost brand awareness among Brazilian travelers, and to precisely target them at the right moment, Sanofi's brand and the Jellyfish Agency decided to use Adlook's Deep Learning technology.

Enterogermina was able to reap the benefits of our solution's most powerful features and capture customers' attention.

- Utilizing Adlook's efficient supply path, the brand communicated with users and created engaging interactions with them via premium placements.
- With guaranteed CPCV, the campaign was able to achieve great scale and high engagement results to reinforce the message shared with users.
- Brand's audience was targeted with high precision leveraging Adlook's proprietary Deep Context technology, supported by our brand suitability solution to reach the right users in the places and moments they are most engaged with.