

VERDILAB is the first 100% natural Swiss skincare based on 50 years of scientific research.

As a sustainable brand, VERDILAB has committed to using only ethically sourced ingredients and only glass containers, avoiding plastics in packaging as much as possible.

# ACCELERATING BRAND GROWTH WITH CREATIVE LAB

**1.5M+**  
Unique users

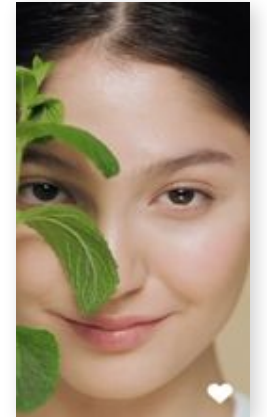
**70%**  
Viewability

**+70**  
Premium Publishers

**4,389h**  
Total Exposure Time

“ We are thrilled with the assets you designed - they perfectly fit our brand and tone. Adlook’s personalised approach and advanced targeting helped us reach our target audience precisely “

Victoria Neymann, CEO, Verdilab



VERDILAB is a unique cosmetic brand which stands out from the beauty industry, by using a 100% natural and science-driven approach. The goal of the campaign was to increase their brand awareness and online presence while also promoting their products in high-end offline stores.

At Adlook, we ensured high precision of targeting by leveraging the strengths of our interest-based Deep Context solution and enriched keyword targeting. By utilizing efficient connections with premium publishers and utilizing both first-party and third-party data, we were able to reach the right people with the right message at the right time.

Users were exposed to fully-customized creatives with tailored messages which helped this cutting-edge skincare producer to create meaningful experiences for their users, increasing brand awareness and user understanding of VERDILAB’s unique approach.

Thanks to powerful awareness-oriented creatives and precise targeting, Adlook seamlessly connected with customers and drove **outstanding exposure KPIs with a viewability of 70%**.