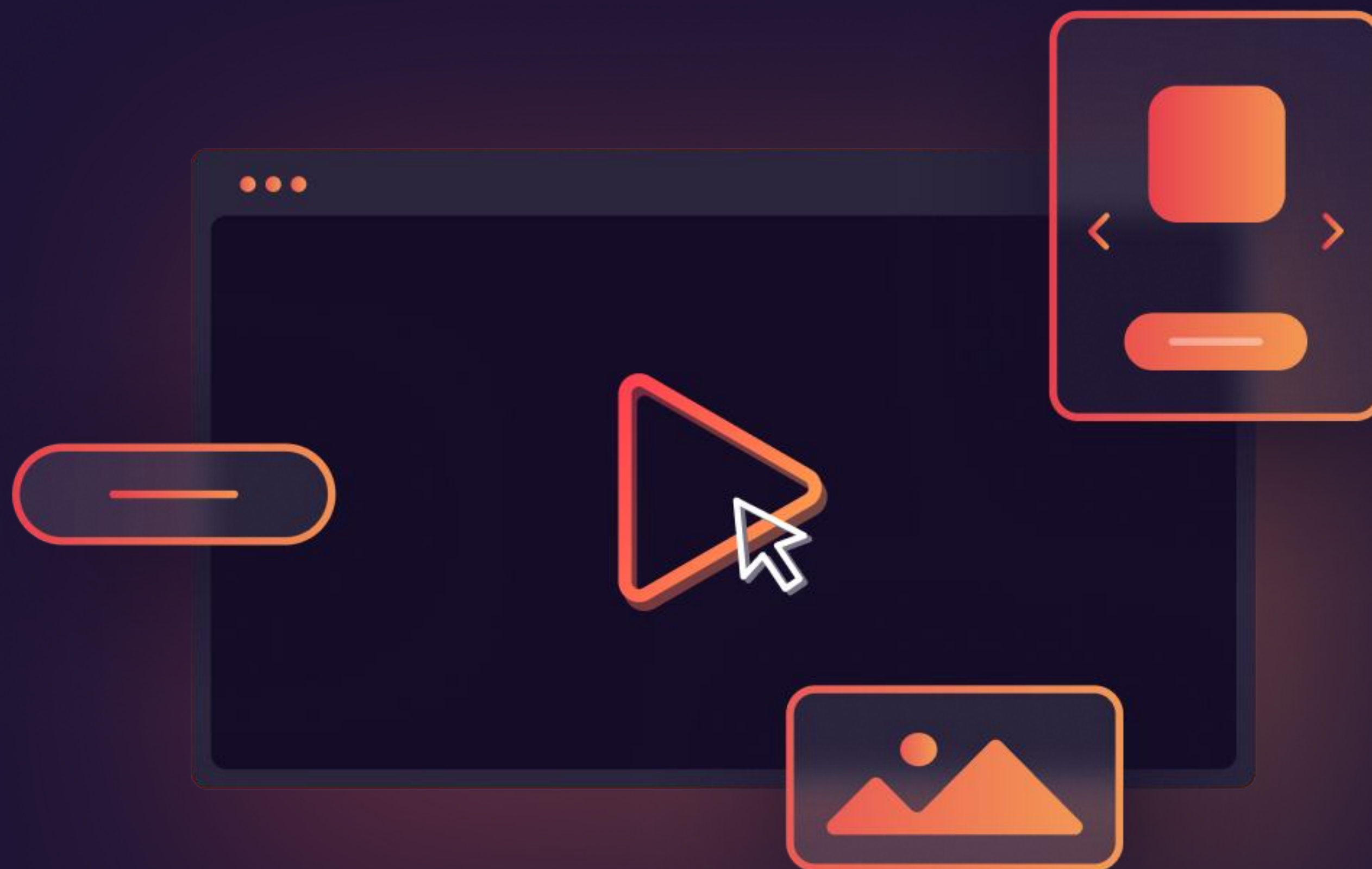




Interactive Video Ads

Case Studies

Across Industries



Schwarzwaldmilch

Goal Product Awareness & Information

Industry Consumer Goods - Dairy

1,006,882

Impressions

20,298

Clicks

2.0%

Click-Through Rate (CTR)

Average CTR without Clipflip: 0.12%.
17x higher CTR

2.0%

0.12%



Schauinsland-Reisen

Goal Branding & Lead Generation

Industry Tourism

300,101

Impressions

8,804

Clicks

2.93%

Click-Through Rate (CTR)

Average CTR without Clipflip: 0.24%.

12x higher CTR

2.93%

0.24%



International Consulting Company

Goal Lead Generation

Industry Human Resource

500,240

Impressions

10,220

Clicks

2.0%

Click-Through Rate (CTR)

Average CTR without Clipflip: 0.31%.

6x higher CTR

2.0%

0.31%



Infineon

Goal Branding
Industry B2B Electronics

366,221

Impressions

992

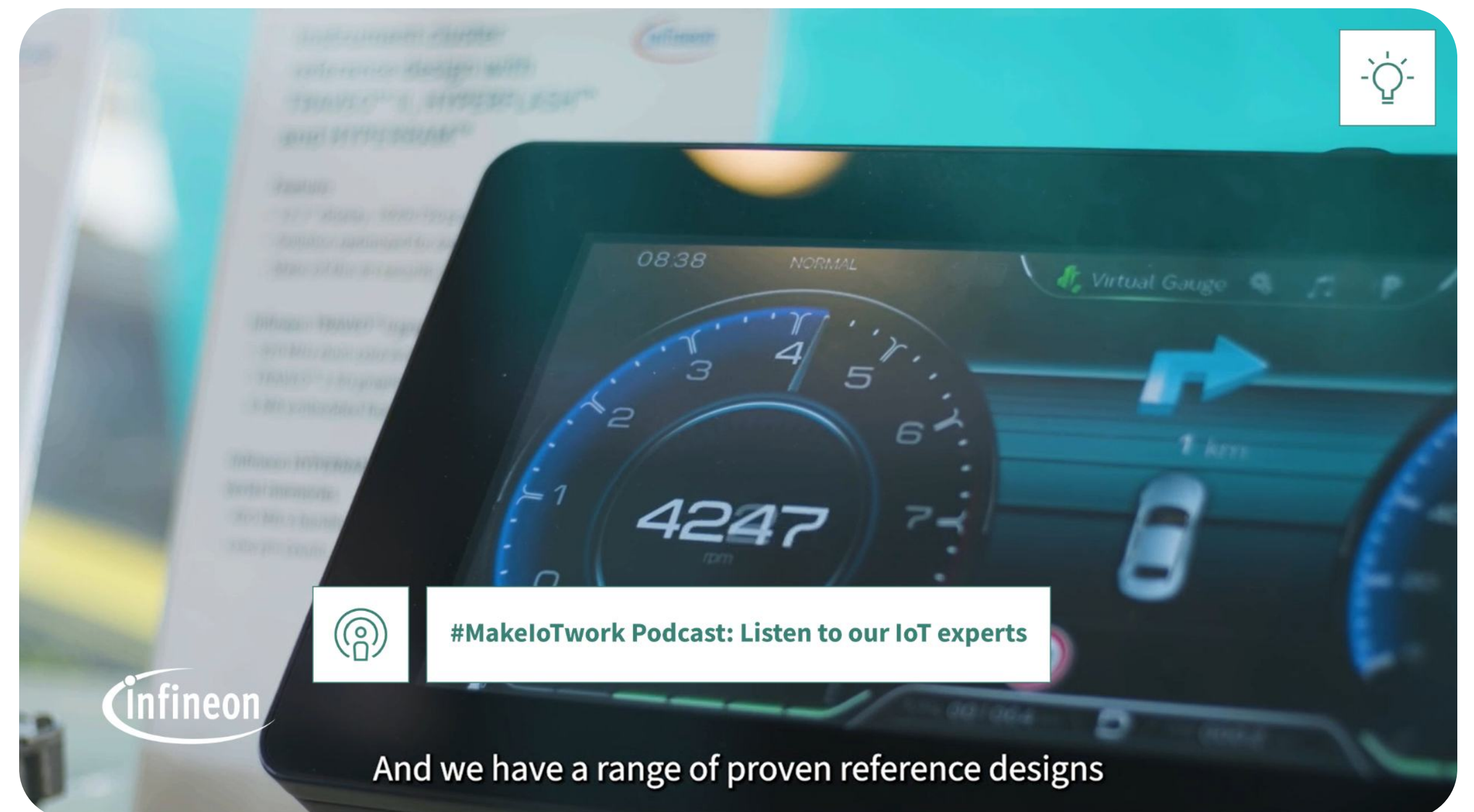
Clicks

80%

Video Completion
Rate (VCR)

After the initial phase and optimization, the campaign ran steadily with over 80% VCR.

Average VCR **without** Clipflip: 70%.
10% higher VCR





clipflip

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www.clipflip.video