

Press release

Invibes Advertising launches first Invibes Scratcher campaign with UM and èggo in Belgium

Brussels, July 1st, 2022 – Digital advertising specialist Invibes Advertising has launched a new digital in-feed ad format. With ‘Invibes Scratcher’, users scratch out a digital ad on the screen, just like a scratch card. The first campaign has been created by digital agency UM, part of the IPG Mediabrands group, who have used Invibes Scratcher to showcase some before and after projects by kitchen manufacturer èggo. According to a recently published report by leading attention partner Lumen, Invibes in-feed formats achieve 100% viewability, compared to the digital marketing standard of 81%.

The new interactive *Invibes Scratcher* format allows users to scratch away a virtual layer above an advert with their mouse cursor. “This format increases interaction with visitors, so it’s particularly suitable for impact campaigns. Our aim was to increase our brand visibility, and we’ve succeeded,” says **Aurélie Renquet, Marketing Team Leader at èggo**, a market leader in the competitive sector for kitchens and interior design. “Together with UM, we’re constantly on the lookout for innovative and exciting formats such as *Invibes Scratcher* to boost our digital strategy.”

More visibility and interaction

The *Invibes Scratcher* campaign from èggo started mid-February and ended on 30 April. UM and Invibes Advertising achieved a visibility rate of 89% (compared to a benchmark of 70%), with 0.9% interaction for a target of 0.2-1%.

Malorie Mekoun, Digital Account Manager at UM: “The new format scores well above average and reinforces Invibes’ reputation as an effective and innovative partner, which is what advertisers are always looking for, especially in key periods. As an agency, we can easily monitor results and share detailed reports with the customer, and we’ve already planned our next campaign with Invibes and èggo.”

“We’re proud that we can enhance èggo’s milestone communications as their preferred partner,” declares **Pauline Delaporte, Sales Manager, Invibes Advertising**. “With *Invibes Scratcher*, we’re now offering 60 formats on the Invibes platform. As a technology company, we always want to keep innovating so our advertisers can produce original and engaging campaigns. And because *Invibes Scratcher* can benefit different sectors, we’re hugely confident it will help us to achieve our goals in the region.’

In-feed advertisements catch attention better

[Recent research](#) by leading attention partner Lumen confirmed 100% viewability across all in-feed advertising formats of Invibes. This is 19% higher than the comparison standard of Lumen. During the research, the Invibes formats were more effective at driving attention and the ads were also effectively viewed - resulting in higher engagement. In fact, interactive display formats were twice as likely to attract real attention compared to the traditional digital display standard on both mobile and desktop. The study involved 600 people. They were shown digital content on laptop or smartphone, and their devices acted as eye-tracker.

Find examples of the campaigns here:

Invibes Scratcher - Kitchen (NL)


ADVERTENTIE ▾



èggo - Onze keukens passen zich aan jouw leven aan
Met visie op design, ook voor jou. Je hebt nog tijd om te profiteren van onze BEURSCONDITIONES!

Kras op de afbeelding om meer te zien

Ik ontdek

Inspired by  Invibes

Invibes Scratcher - Wall Closet (NL)

ADVERTENTIE ▾



èggo - Onze kasten passen zich aan jouw leven aan
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Ik ontdek

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About Invibes Advertising

Invibes Advertising is an advanced technology company that specializes in digital advertising. Its innovative solutions are supported by an in-feed format that's integrated into media content.

Invibes is inspired by social network advertising and develops its own technology to help brands better communicate with consumers. Its technology is optimized for distributing in a closed network of media sites, including: Bertelsmann, Hearst, Unify, Groupe Marie Claire, Axel Springer, and many others. Clients include major brands such as Mercedes, Samsung, Levis, and IBM.

Founded in 2011, Invibes Advertising is a listed company on the Euronext Stock Exchange (Ticker: ALINV – ISIN: BE0974299316). Visit www.invibes.com for more information.

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PR Contacts:

Invibes Advertising

Sami Battikh
Country Director France and Benelux
sami.battikh@invibes.com
+33 6 09 17 46 98

PR Agency

Factivity
Rafael Tirmarche
rafael@factivity.be
+32476689492