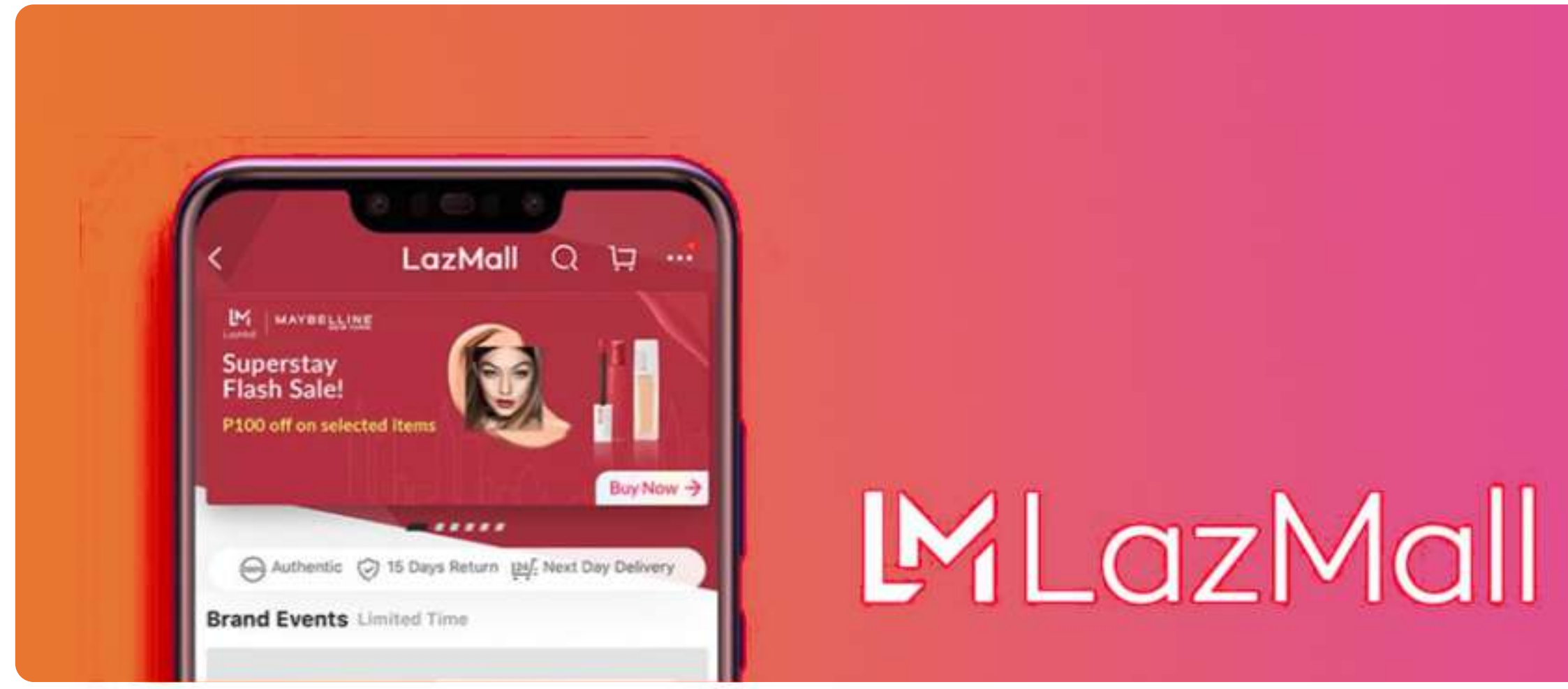


Lazada Assures Users of Product Authenticity During Shopping Moments on YouTube, with Mirrors.

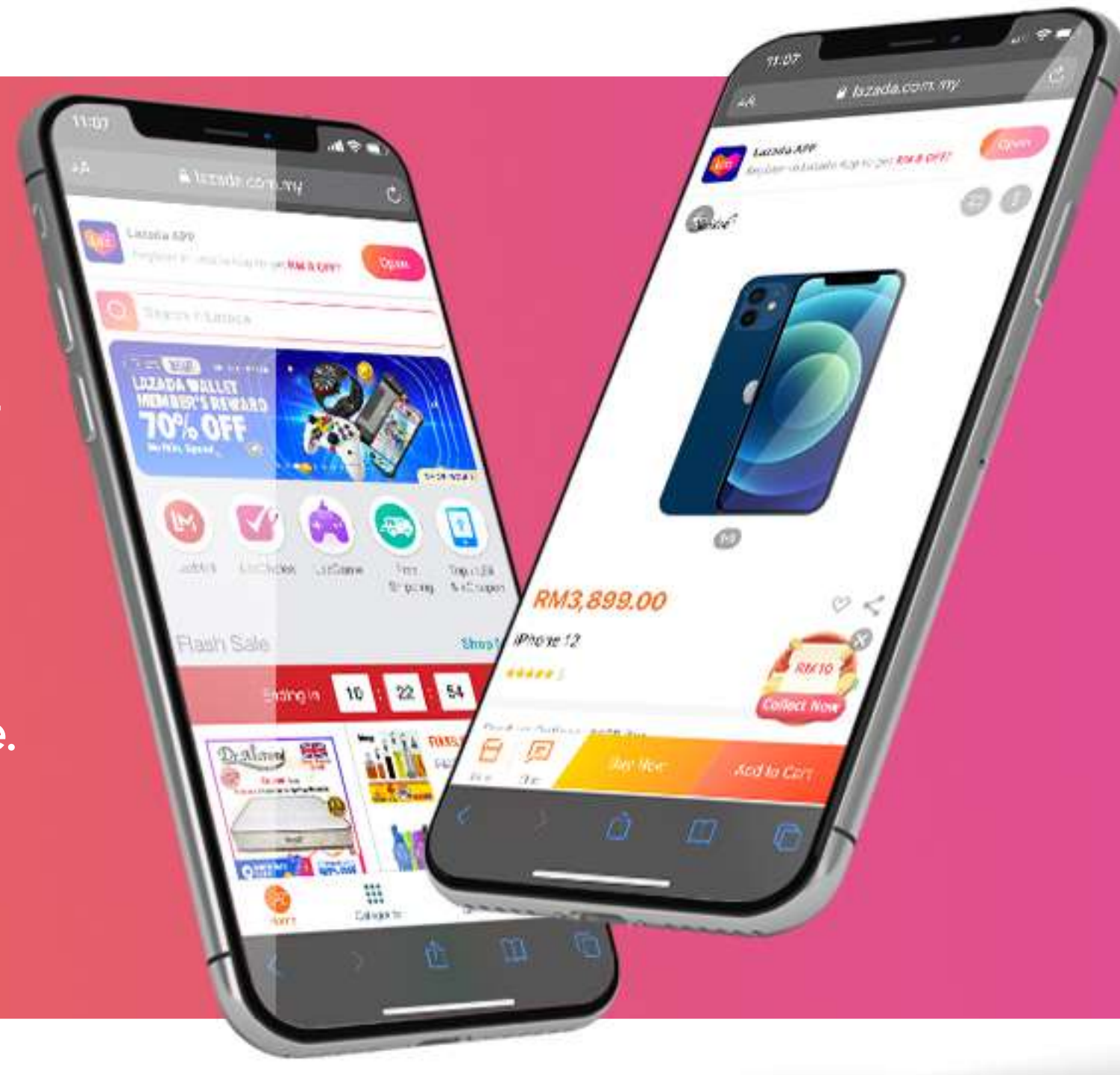


Their Story

Lazada, one of South East Asia leading eCommerce platform, was looking to reach multiple set of YouTube audiences within a single campaign to promote its sub-brand LazMall - a curated selection of top international and local brands and authorized distributors.

Challenge

Lazada wanted to assure users of 100% authenticity and genuity of products offered on LazMall. This required granular targeting of various audience sets for different products including electronics, beauty, fashion and more - in a single campaign. And, reaching users at contextual moments they were most likely to relate and engage with Lazada's message.

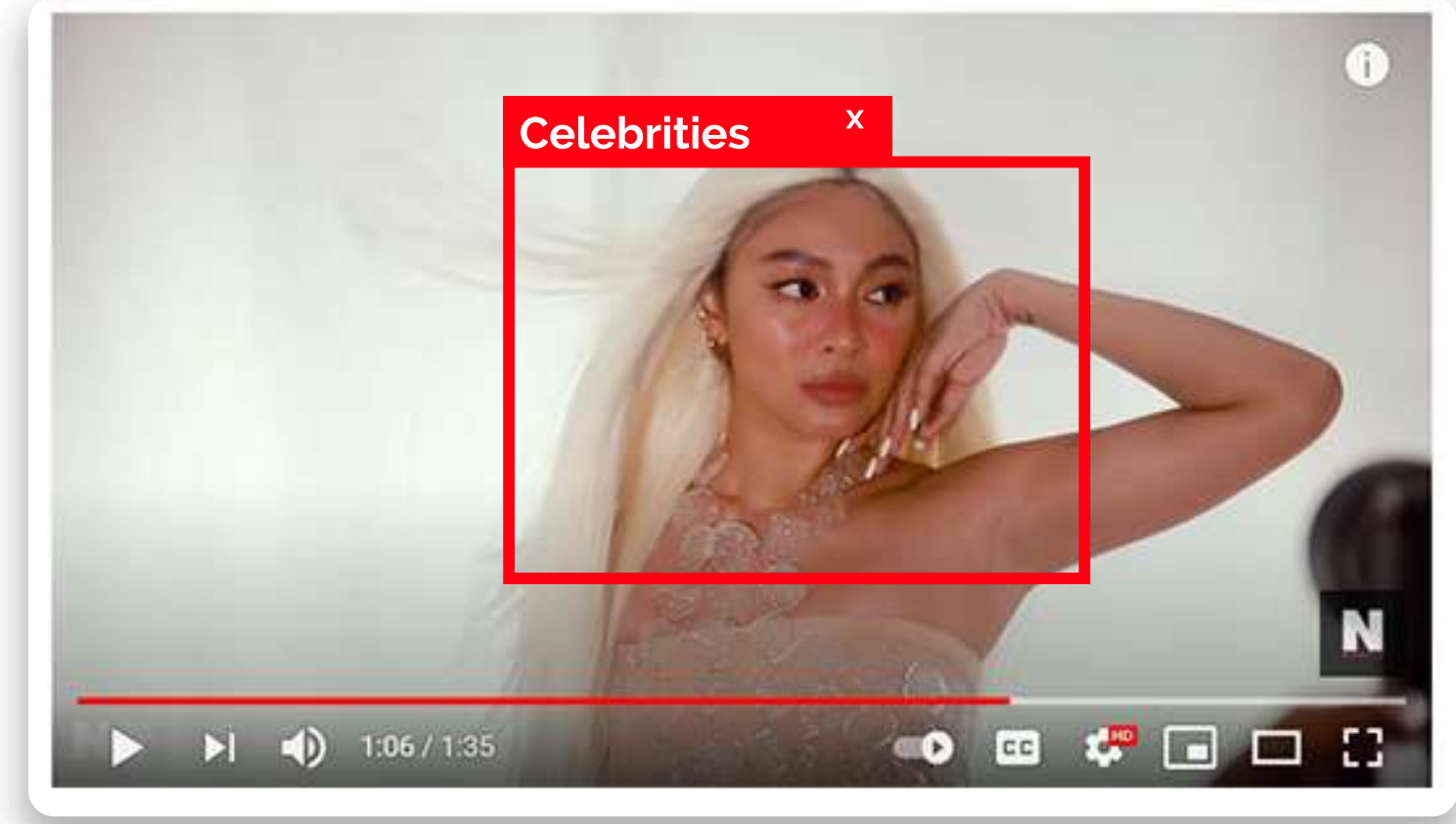


Our Solution

UM tapped into Silverpush's AI powered context detection platform Mirrors to help Lazada reach its target audience at the most relevant video viewing moments.

Lifestyle Icons

To create a lifestyle and fashion association, video content featuring popular celebrities, influencers and bloggers was targeted through facial recognition.



Competitors & Brands

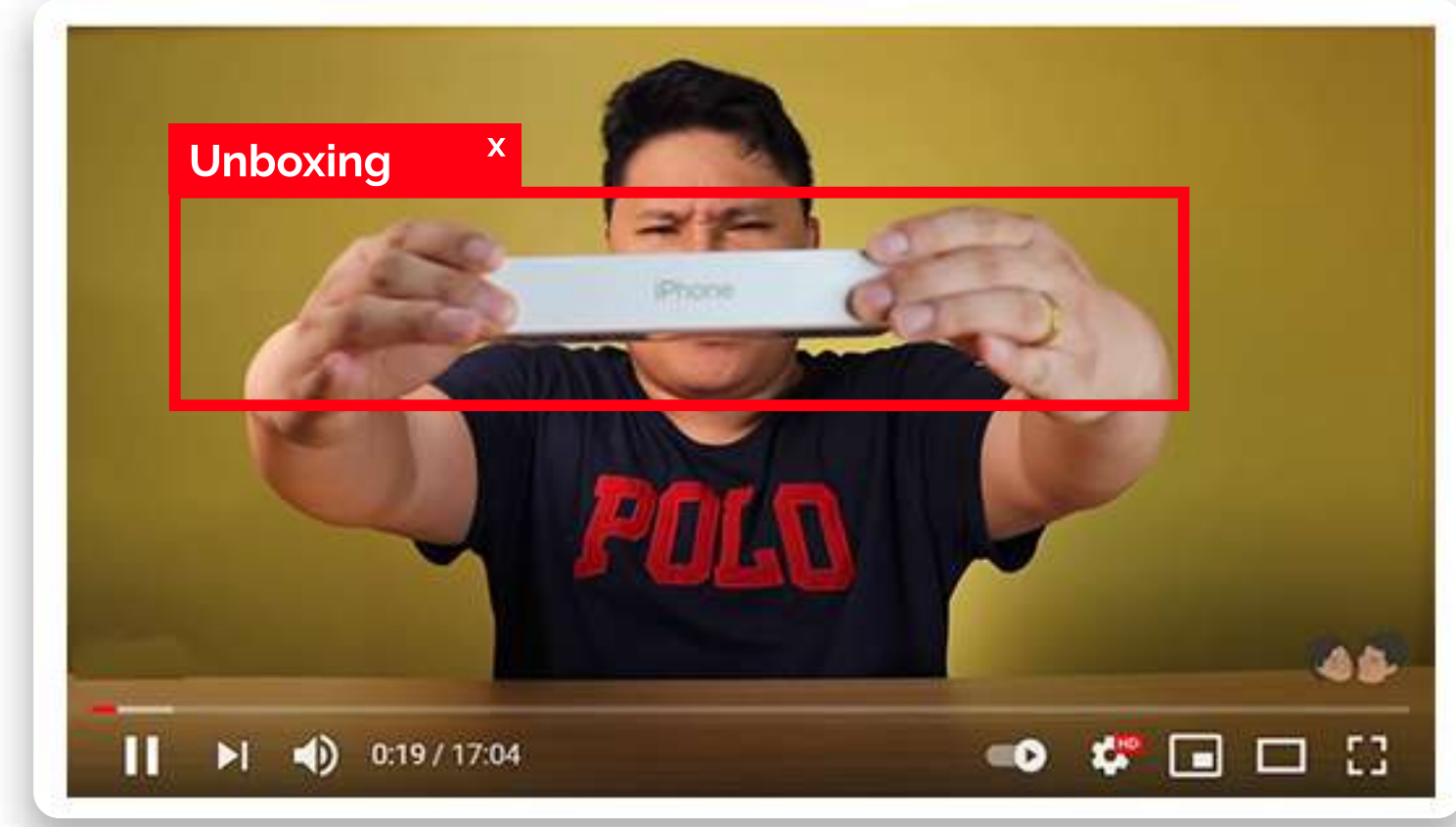
Mirrors helped Lazada in conveying its message during moments users were most receptive, and likely to engage. It further targeted videos featuring competing shopping platforms (Shopee, Zalora) and brands across categories (Unilever, Huawei, P&G, Nishido, Infagrow).

Logos



Shopping Moments

Mirrors helped Lazada reach users during their shopping and product discovery moments by detecting actions such as online shopping, shopping finds, package delivery, unboxing, store tours and more.



"Assuring product authenticity to the user is extremely important to us. But this message can be lost if not conveyed during key decision-making moments such as product discovery and buying. Mirrors allowed us to sharply target these moments and enabled interest based contextual targeting. Providing higher affinity and relevancy in the moment. I am excited to see how else we will use Mirrors' contextual capabilities going forward".

Kim Martin J. Viray
Vice President,
Head of Branding and Content, Lazada

The Success We Created

Lazada and UM leveraged Mirrors powered contextual moments to reiterate the authenticity of its products to a highly curated pool of audiences Vs. following a blanket targeting approach that can lead to ad waste.

View Through Rate



Click Through Rate

