



P&G Prestige: Truly Shoppable Ads

To increase awareness and facilitate purchase of P&G Prestige fragrances among avid beauty and fragrance buyers, Conde Nast partnered with Allure and Shopbeam to create innovative, truly shoppable digital ad units.

Creatively utilizing Shopbeam in-ad e-commerce technology, Conde Nast created a series of innovative, engaging pushdown units. An “Expand to Shop” function enabled users to complete the purchase of their desired fragrance while remaining within the ad unit itself so that they might further engage with the rest of the campaign, exploring other fragrance choices to consider and purchase. [Watch it here](#)

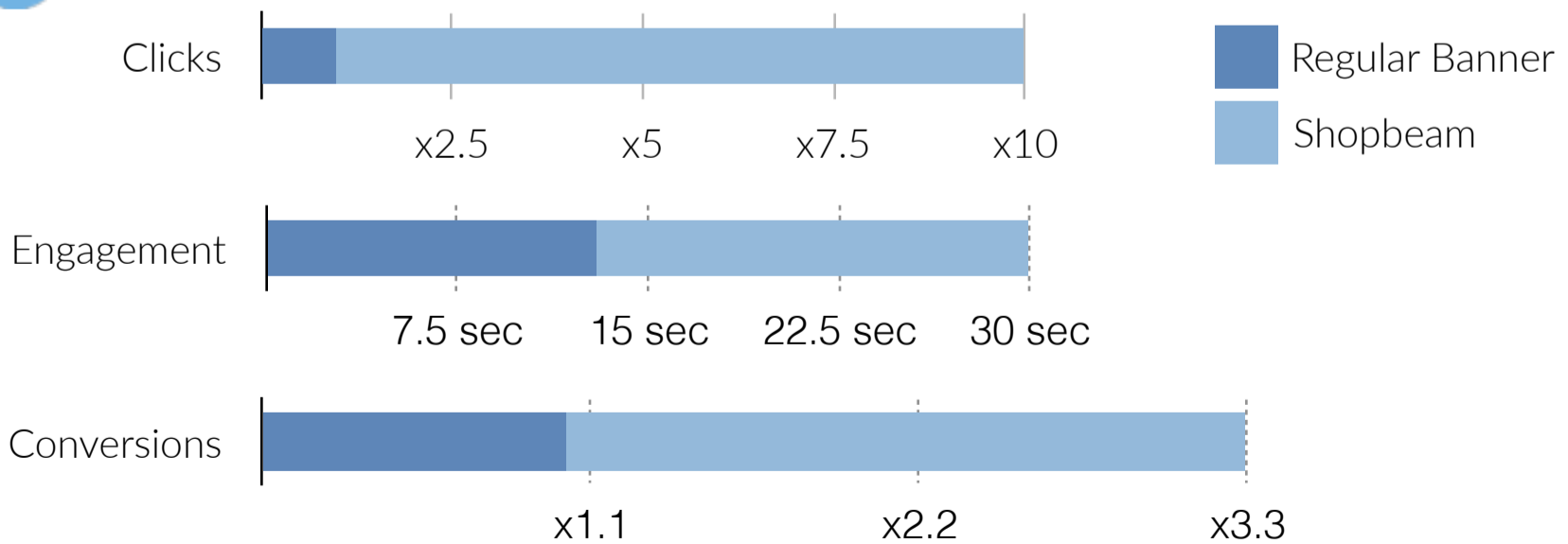


Metrics Captured

- Product Lightbox View Duration
- Checkout View Duration
- Click on Advertisement
- View Alternative Product Image
- Select Size
- Add to Cart
- Remove from Cart
- Checkout Close
- Product Lightbox Close
- Affiliate Link Click



Results

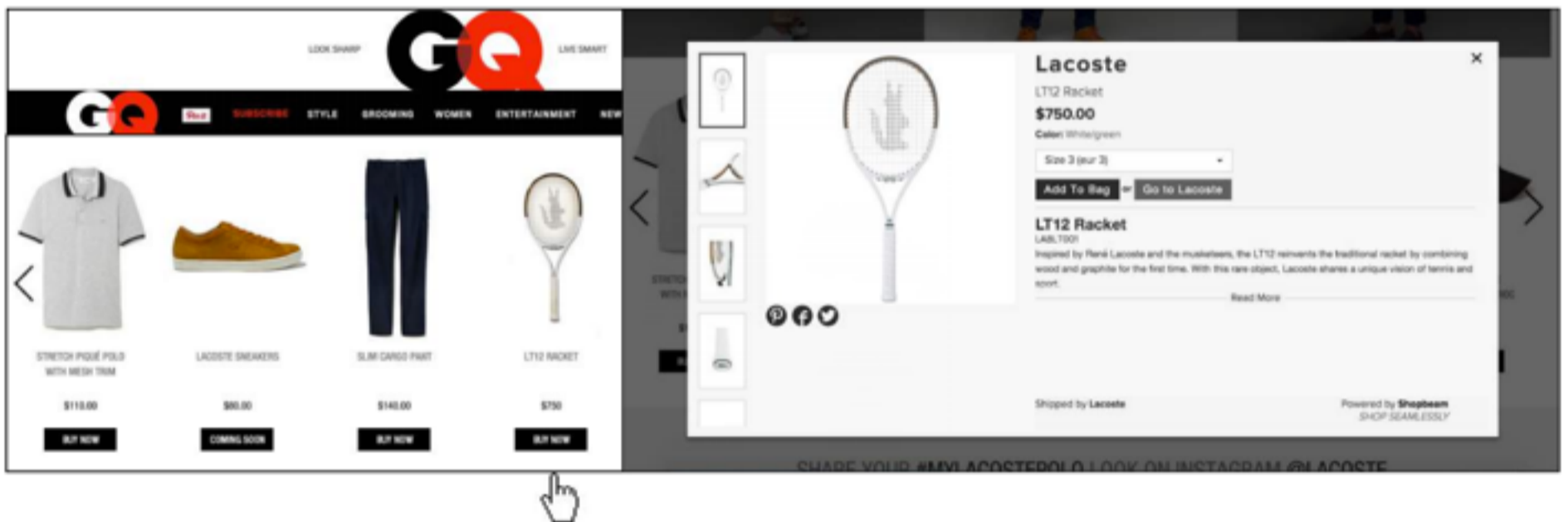




GQ x Lacoste - Full-Page Shoppable Microsite

To boost consumer engagement and ignite purchases of Lacoste Men's apparel among stylish male shoppers, GQ partnered with Lacoste and Shopbeam to deliver a full-page, truly shoppable microsite on GQ.com.

The Lacoste Sponsored shopping page utilized Shopbeam's rich media platform to empower consumers to purchase head-to-toe Lacoste collections directly on GQ.com. The microsite showcased (3) three complete Lacoste 'looks' curated by Lacoste together with the GQ fashion editor and modeled by a popular Men's fashion blogger. The Shopbeam in-ad technology was deployed in a carousel layout enabling GQ readers to buy multiple Lacoste products featured on the GQ shopping page in single checkout powered by the Shopbeam Universal Shopping cart.



Results

