

# Basis Technologies Helps Cosmetics Brand Maximize Their Video Advertising Impact

A premium cosmetics brand wanted to promote seven product lines, including one of limited-edition. Backed by research and competitor analysis, Basis Technologies recommended video and animated creative for this campaign as its engaging nature and scroll-stopping traction generates positive results for retail and eCommerce products.



*We customized creatives per placement to take advantage of the full-screen real estate of “Stories”. The text field was adjusted on other placements to deliver the message without truncation.*

Digital Media Specialist, Cosmetics Brand

## Goal

- Increase year-over-year return on ad spend (ROAS) within the consumer audience.

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## Challenge

- This 10-month long campaign was planned, and started, before COVID-19. Goals were set based on 2019 consumer behavior.

## Results

**31,000+**

Purchases

**2M+**

Revenue

**3X ROAS**

Video ads had ROAS three times greater than the previous year.