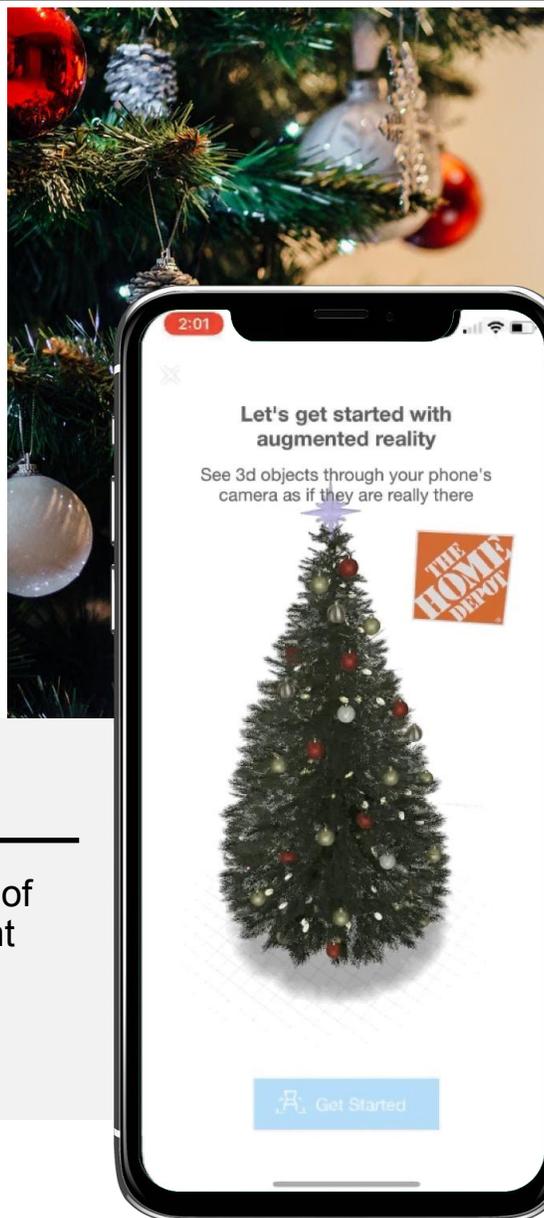


Case study

How Verizon Media's new AR ads lit up the holidays

The Home Depot is the world's largest home improvement retailer and the number one customer service retailer. They partnered with Verizon Media for a personalized digital holiday campaign that dazzled its customers.



Goal

Drive excitement and awareness of holiday products

Solution

Augmented Reality ad unit in Yahoo Mail

Results

2+ minutes of engagement with the ad

Getting into the holiday spirit

The Home Depot wanted to get customers excited about its large selection of holiday decorations, with the ultimate goal of driving traffic to its website so customers could further explore the range of products available. The Home Depot knows first-hand that décor is personal, so it was seeking an engaging way to showcase decorating options and to ensure that customers would feel comfortable and confident in the purchases they made.

We were excited to partner with Verizon Media. The Augmented Reality unit wasn't something we had seen from anybody else, and it was the perfect solution for our business goal: to generate excitement around our holiday décor."

- Erin Everhart, Senior Manager, Media Strategy & Mobile, The Home Depot

Case study

Trimming the tree

Powered by Verizon Media's native platform and designed by Emmy award-winning RYOT, an immersive augmented reality ad unit visually brought a Christmas tree and all of its decorations to life in consumers' homes. The ad was featured in the Yahoo Mail mobile app that reaches 70 million users. The interactive quality of the ad led to a high conversion rate and drove viewers to The Home Depot's website to further research the products of interest.



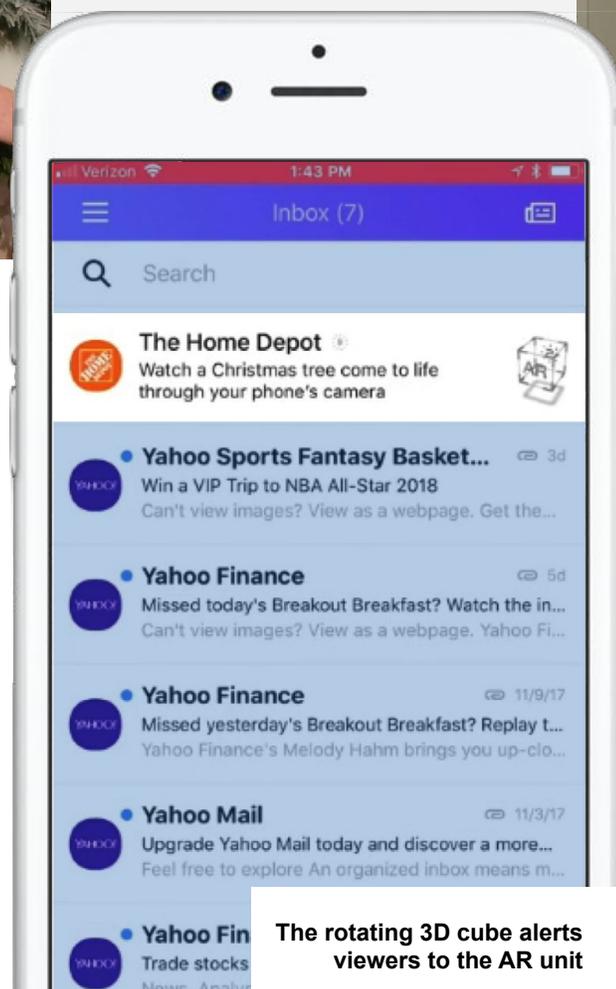
Delivering ad experiences that are mobile-best and consumer-first requires partners that are willing to test and innovate. Verizon Media was excited to partner with The Home Depot on the first AR campaign in Yahoo Mail.

- John DeVine, CRO,
Verizon Media



Putting a star on top

Overall, the immersive ad experience was a hit, opening a door to new adventures. Recipients spent an average of 2+ minutes interacting with the AR ad, and the campaign boosted traffic to the landing page. The campaign was conceptualized, built, and launched in less than a month. The retailer was excited to see people engaging with the ad and can easily picture the AR campaign translating well to its other products. "Verizon Media was really easy to partner with. It was a great feat to be able to get this up and launched as quickly as we did," said Erin Everhart, Senior Manager, Media Strategy & Mobile, The Home Depot.



The rotating 3D cube alerts viewers to the AR unit