



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](#)

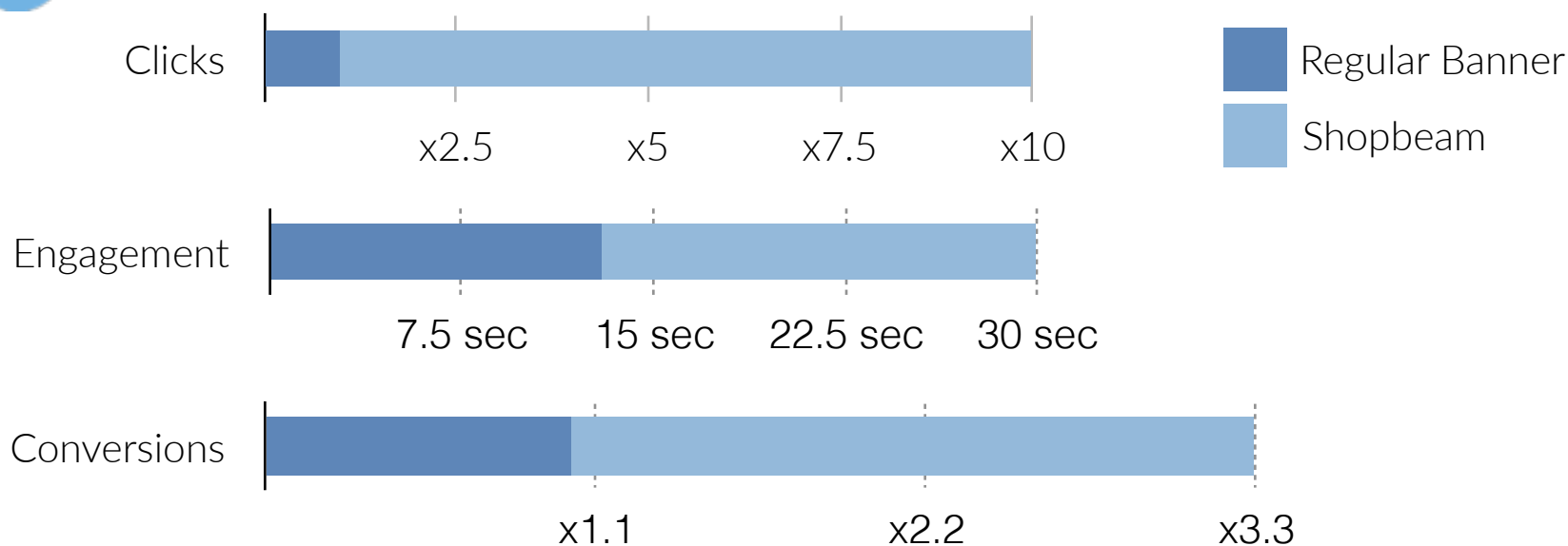


Metrics Captured

- 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



2015 Internet Advertising Competition Award for
Outstanding Achievement in Internet Advertising