



Beko dials up user engagement and ad viewability, with Flow ads



Global home appliances company
Istanbul, Turkey • beko.com.tr



*Results achieved during the campaign period September to October 2021.

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The challenge

As Beko prepared to launch its innovative new tea-making machine onto the market, a new challenge arose: the product's main video asset was too long for an ad campaign, and risked losing people's attention. Partnering with their media firm, Ingage, Beko looked for an alternative creative format able to deliver the message in a more concise, impactful and useful way.

The approach

The new Flow format in Display & Video 360 (DV360) allowed the team to combine both video and imagery, to truly showcase the product's groundbreaking new features and benefits. The ads also gave users the extra functionality of being able to watch the video in full, or skim through if they were in a hurry.

Partnering with Ingage

As an end-to-end digital agency, Ingage was the ideal partner for this project. By focusing on combining the right media plan with the right creatives and most effective campaign execution, they played an instrumental role in the product's smooth and successful launch.

The results

Beko's first ever Flow ad in the Turkish market achieved a 9X higher engagement rate, and a 5X better engagement duration than their regular display ads. Media waste was also vastly reduced, with Flow ads delivering 17% higher viewability versus the benchmark.

“In today's digital advertising world, where using a single static image is not enough, Flow ads have emerged as the format that fully meets our campaign goals. We are very satisfied with the outcome.”

—Aslı Kırıl Yazkan, Digital Marketing Communications Senior Specialist, Beko

“This new approach increased our unique reach, user engagement, and user interaction – which all outperformed our display ads.”

—Ezgi Şahin, Performance Excellence Specialist, Ingage

9x

Better engagement*

5x

Longer engagement*

17%

Higher viewability*

Google Marketing Platform

