

Brewing Momentum: Prime Day Engagement for a Kitchen Appliance Brand

1.32%

Campaign CTR

Overall campaign click through rate

1.39%

Countdown CTR

Ads with countdown enhancement outperformed

15.2M+

Impressions

Delivered to engaged audiences

- **Product:** OLV Countdown enhancements and OLV Caption enhancements
- **Audience:** Home coffee shoppers actively browsing kitchen appliances during Prime Day
- **Campaign Goals:** Drive qualified traffic, stand out during a highly competitive retail moment, and maximize engagement through urgency-led creative
- **Region:** United States

> Context

A popular kitchen appliance brand wanted to capture the surge in shopping activity surrounding Prime Day while competing for attention in a crowded retail environment. The campaign needed to generate high-intent engagement and build meaningful consideration during the peak shopping window.

> Solution

Engaging Formats: Equativ used OLV Countdown and Caption enhancements to reinforce messaging in premium video placements. The formats made the offer more prominent, created urgency, and supported stronger shopping-peak interaction.

Audience Precision: The campaign focused on home coffee shoppers during a high-intent retail window. This audience strategy aligned the product message with consumers actively considering kitchen appliances.

Contextual Categories: Premium video inventory helped place the campaign in quality environments while shoppers were engaged with relevant content. The approach supported visibility and attention during the competitive Prime Day period.

Dynamic Creative Optimization: Dynamic creative optimization helped maximize engagement throughout the Prime Day shopping window. The approach supported efficient campaign performance by aligning creative enhancements with the promotional moment.