

# Sizmek HTML5 VPAID Wins 320% More Interaction for Telefónica Nicaragua's Movistar

## CHALLENGE

Engage users despite digital clutter

When designing a campaign for Telefónica Nicaragua's Movistar brand, media agency Forward needed to grab the attention of a generation used to skipping ads. Forward wanted to use interactive video—HTML5 VPAID—as a novel way to engage users.

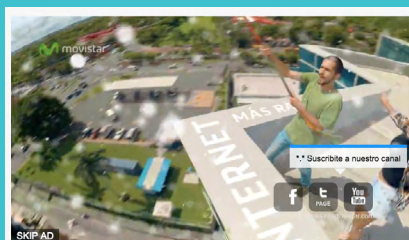
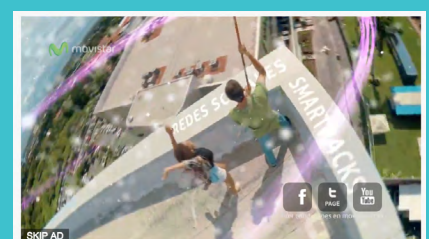
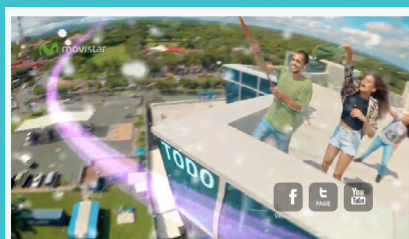
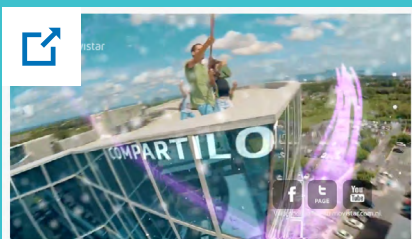
Forward turned to Sizmek HTML5 VPAID to design a campaign that would give it ways to feature Movistar's five primary benefits, including:

1. Dependability
2. Quantity and quality of internet browsing
3. Movistar App
4. Roaming
5. Launch of Movistar Play

Using the interactive buttons, users could find out more and share the ad's futuristic creative to Facebook, Twitter, and YouTube as well. HTML5 meant the unit worked equally well across desktop and mobile.

## SOLUTION

Use interactive video to offer users sharing and discovery options



Not only did Telefónica Nicaragua's interactive video outperform noninteractive videos, but it surpassed Latin America's interactive benchmark 3.2 times as well.

#### Interaction Rate

Telefónica Nicaragua	HTML5 VPAID Benchmark (Latin America)*
<b>37.13%</b>	<b>11.46%</b>

Interactive features didn't keep viewers from watching the entire video—fully played rates exceeded Telefónica Nicaragua's expectations, reaching 58.7%.

#### RESULTS

320% higher  
interaction rate  
than benchmark

"Interactive video provided a novel format, which engaged the user so that they could interact with more than with just what they saw on their screen. This, coupled with Sizmek's technology and all of us working as a team, meant we were able to deliver such a successful campaign."

**BELKYS LAÍS CASTILLO,**  
DIGITAL PLANNER  
FORWARD

#### About Sizmek

Sizmek is the Open Ad Management company that brings freedom of choice and contextual relevance to omnichannel digital advertising. As the largest independent ad server, more than 42,000 next generation advertisers, agencies, publishers, and trading desks rely on Sizmek's offerings and flexible third-party platform integrations to provide the industry's most customizable, best-in-class approach to creating seamless workflow across a wide variety of partners in the digital advertising ecosystem. With a single point of access to the best technology, data, and strategic guidance, Sizmek builds flexible solutions for marketers and publishers that combine programmatic efficiency with creative. Sizmek operates in more than 70 countries, with local offices providing award-winning service throughout North America, EMEA, LATAM, and APAC.

**Find out how Sizmek can help you achieve outstanding results by contacting your sales representative or [go.sizmek.com/contact.html](http://go.sizmek.com/contact.html).**