

## Veneta Cucine and Invibes Unite to Showcase Italian Design Excellence in a Sustainable Campaign

**Milan, November 12, 2024** – Invibes Advertising (Invibes), a leader in digital advertising innovation, has recently completed a campaign in collaboration with Veneta Cucine, one of the leading Italian brands in the furniture sector, achieving significant results. The campaign's primary goal was to enhance brand awareness and engage a target audience of men and women aged 25 to 65, with interests in Home & Garden, Family and Parenting, and News & People.

The strategy centered on leveraging Invibes' premium in-feed positioning within a high-quality online publishing environment, using contextually relevant keywords related to furniture and design. Innovative video formats, such as Full Play and Play Vertical, contributed to impressive results, including an 80% Viewability Rate and a VTR of 79%<sup>1</sup>. By precisely segmenting the target audience based on interests like interior design and renovation, the campaign optimized visibility and reach while driving strong engagement between consumers and the brand. This effectiveness in capturing user attention also translated into qualified traffic, with a CTR that exceeded Invibes benchmarks by +30%<sup>2</sup>.

A key highlight of this campaign was its strong focus on environmental sustainability. Veneta Cucine partnered with Invibes, leveraging their low-impact technological platform to minimize CO2 emissions. To ensure a carbon-neutral campaign, any remaining emissions were offset through the purchase of Gold Standard certified carbon credits.

“We are delighted with the success of this campaign. Our proprietary technology platform empowered Veneta Cucine to achieve its goals in both visibility and sustainability, while delivering an engaging and innovative advertising experience for the audience.” said Marco Incardona, Senior Sales Manager at Invibes Advertising.

Veneta Cucine also expressed its satisfaction with the campaign. Riccardo Sarli, Digital Marketing Manager at Veneta Cucine, remarked: “This campaign has strengthened our digital presence, allowing us to reach a highly qualified audience that resonates with our message.”

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<sup>1</sup> Invibes x Veneta Cucine campaign data: Sept - Oct 2024

<sup>2</sup> Invibes x Veneta Cucine campaign data: Sept - Oct 2024



The campaign not only helped Veneta Cucine expand its digital reach but also highlighted the effectiveness of combining innovation with a sustainable approach in advertising.

### **About Invibes Advertising**

At Invibes, our mission is to drive positive brand impact and business outcomes by prioritizing the uniqueness of every ad opportunity through valuable advertising solutions.

Invibes proprietary technology leverages GenAI-powered solutions to enhance campaign potential with industry-specific creative and targeting extensions. By combining hyper-personalized creatives and targeting, Invibes ensures campaigns deeply resonate with consumers, delivering unparalleled efficiency and lasting value for advertisers.

To partner with top global companies like Amazon, Danone, LVMH, LEGO, and Toyota, we rely on exceptional people. At Invibes, we cultivate an energetic, open environment that fosters ideation, growth and #GoodVibes, that shines through to our clients.

### **Rethink Possibilities**

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