



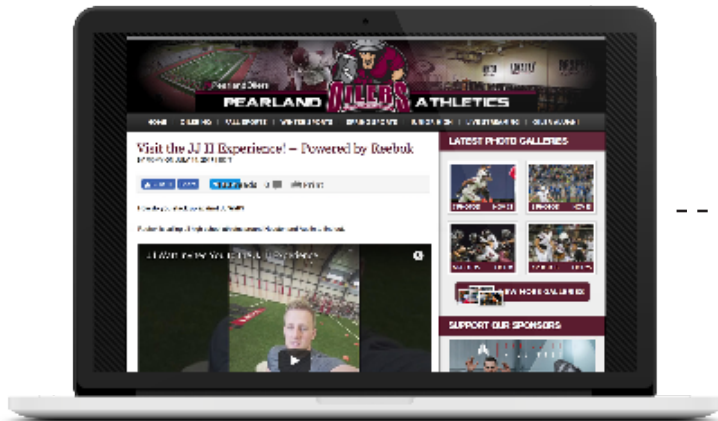
CAMPAIGNS THAT DRIVE RESULTS

THE REEBOK JJ II EXPERIENCE

Native Content / Social Distribution / Contextual Display
Promoting new shoe launch in Houston and Austin, Texas



VNN drove **6x digital engagement** than average, **100% attendance increase** for targeted events, and a **1.4x direct ROI on one SKU** (ROI significantly greater when including complete shopping basket and LTV of new customers).



0.3% Display CTR (6x Industry Avg.)
16% Native CTR (to event schedule)
9.2% Facebook CTR (to article)



100% try-on increase for events at targeted retail doors



32% conversion rate to sales was **28% > historical conversion rate**

“WE’RE VERY EXCITED ABOUT ALL THE HYPE SURROUNDING THE LAUNCH! WE’VE HAD GREAT SELL-THROUGH AND ATTENDANCE. A GREAT DEAL OF CREDIT CAN BE GIVEN TO YOU GUYS AT VNN. WE’LL BE SURE TO RECOMMEND YOU INTERNALLY.” -REEBOK RETAIL TEAM