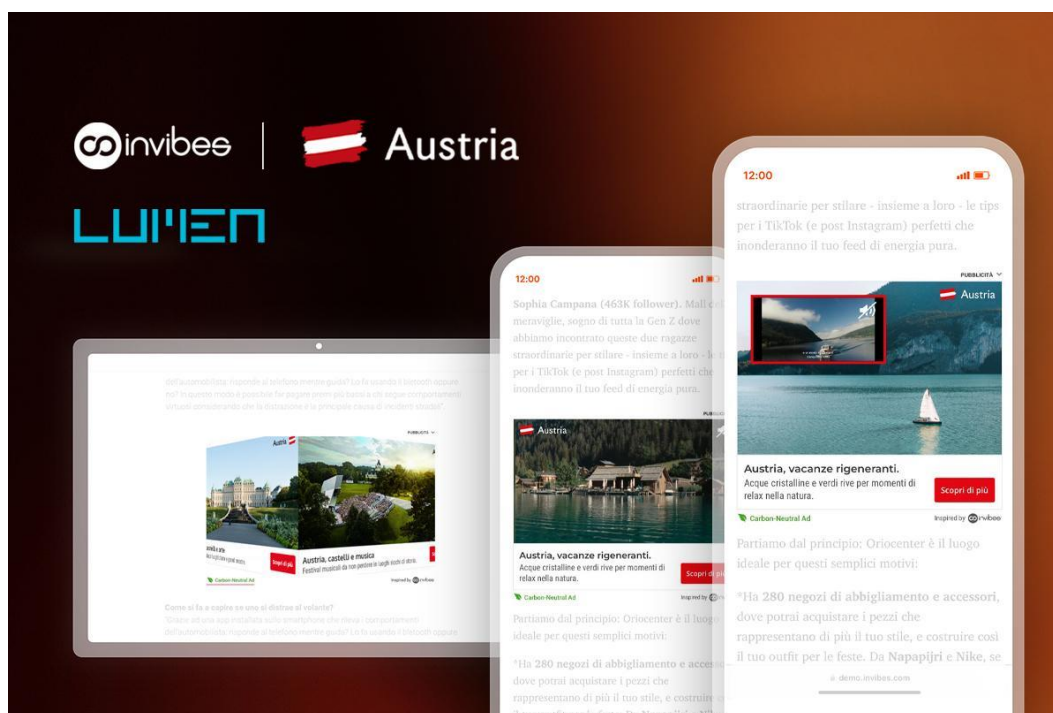


Press release

Sustainable Ads and Positive Attention: Invibes and Austria Tourism present at the IAB Forum their entirely green summer campaign

Milan, 9 November 2023 – Invibes Advertising (Invibes), international tech company specialised in digital advertising innovation through in-feed formats, shared at the IAB Forum the results of its eco-friendly campaign conceived for Austria Tourism.



Crystal-clear waters, breathtaking panoramas, villages steeped in tradition and castles where you can breathe in history are the elements that have shaped summer 2023 promoted by Austria Tourism under the banner of beauty and wellness. Considering its own territorial heritage as a precious treasure to be preserved, the tourist board relied on Invibes' sustainable offer by activating the Invibes Carbon-Neutral label on all in-feed campaigns. The activity took place in two flights using first the Invibes Cube interactive display format to stimulate engagement and then the Full Play and Play Creative video formats to bring out the wonder of the Austrian landscapes. The target audience was defined with the client in terms of socio-demographics (M/F - 30-64), interests (travel, art, family) and personality (eco-friendly, high consciousness, sociable).

"Today's travelers want to take something real with them, immerse themselves in nature and culture, connect with the environment and bond with the locals" says **Herwig Kolzer, Director Austrian National Tourist Board for Italy and Spain**. "Our video

campaign features authentic people who live and work in the Austrian lake territories, where clean water and protected landscapes are also ideal environments for rejuvenating holidays".

This is the case history presented at the IAB Forum workshop 'Sustainable Advertising in the Digital Era: creating Positive Attention for Austria Tourism' as evidence of the success of the Invibes strategy. A communication that was successful and appreciated by consumers, as demonstrated by the results of the Attention Study carried out in partnership with Lumen. The campaign, in fact, obtained an extremely positive APM (Attentive Seconds per 1000 Impressions) which exceeded the Lumen benchmark by 186% for display and 146% for video. Similarly, Average Dwell Time, or the average time the eye dwells on the ad unit, far exceeded Lumen's average metrics for all creatives, recording an average dwell time that falls within the ideal range of 3-7 seconds identified by IAS to achieve increased sales and ROI¹. More traditional metrics also performed above average with a Viewability of +13% and VTR of +10% compared to Invibes benchmarks.

This data confirms the success of Invibes' approach to capture positive attention through a mix of impactful formats, quality positioning and smart targeting. Attention is proving to be not only an increasingly useful metric for better long-term branding results, but also a tool for making campaigns more sustainable. By analysing attention metrics, it is possible to identify the target audience that is truly interested in the brand and the message, thus allowing them to focus on the right people and to avoid the production of CO2 by delivering impressions that would not be considered by uninterested users. Positive attention and Carbon-Neutral labels form the basis of the Invibes Sustainability Initiative to make digital advertising more eco-friendly.

"We are very happy to have brought a campaign like the one created for Austria Tourism as a successful example in a context like the IAB Forum," says **Simone Casarin, Head of Sales at Invibes Advertising**. "We talked about the importance of more sustainable digital advertising and the Invibes formula to achieve excellent branding results with low environmental impact. The extremely positive outcome of this activity is proof that results, growth and eco-sustainability can, and must, go hand in hand."

About Invibes Advertising

Invibes Advertising (Invibes) is an international technology company specialising in digital advertising innovation.

Founded on the philosophy that advertising efficiency comes from being truly innovative and naturally engaging to users, Invibes has developed an integrated technology platform for brands to reach consumers through impactful in-feed advertising.

Invibes delivers advertising that creates positive attention by harnessing the power of big data, innovative in-feed formats, wide reach and extensive intelligence services.

¹ [IAS – Taking Action on Attention](#)

Pioneering the way in sustainable advertising, Invibes also offers a unique solution to offset campaign emissions through its Carbon-Neutral label.

In order to partner with some of the greatest brands in the world, like Amazon, Bacardi, Dell, IKEA and Toyota, we rely on even greater people. At Invibes we strive to maintain an energetic, open environment that fosters a culture of ideation, growth and #GoodVibes, that shines straight through to our clients.

Want to hear more about Invibes? Visit: www.invibes.com

Invibes Advertising is listed on the Euronext Stock Exchange (Ticker: ALINV – ISIN: BE0974299316)

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