



# Case study

Boozt Media Partnership x Liewood



## Boozt x Liewood

# Premium Brandwall

To further enhance customer engagement and create an even more immersive experience, Liewood aims to continuously optimize its presence on Boozt.com. By leveraging the **Premium Brandwall** we are not only showcasing Liewood's products in a visually appealing way but also driving deeper interaction with Boozt's audience.

The goal of this placement was to create engagement on Liewood's Brandwall.



# Boozt x Liewood

## Premium Brandwall

The Premium Brandwall implementation has driven impressive engagement, surpassing key performance metrics and demonstrating the strength of our partnership. We are thrilled to see such outstanding outcomes, and it's a testament to the strategic approach and collaborative effort that went into this project.



### +38 sec

Avg. time on brandwall

### +24%

Avg. time on brandwall

vs. 8% (2023 vs 2022)

### 2:18 min

Avg. time on brandwall



Boozt x Liewood

## Premium Brandwall

**The time spent on the brandwall has increased significantly** compared to the previous year, a clear testament to its growing impact. Last year (2023), without the 'premium brandwall' featured on the entry page, engagement was notably lower. This enhancement has not only elevated the visibility of Liewood but also deepened user interaction.

The premium positioning on the entry page has created a more captivating experience, keeping visitors engaged for longer periods and enhancing their connection with the content.

This demonstrates the power of strategic placement and premium branding in driving user attention and fostering stronger engagement.

+38 sec

Avg. time spend

# Boozt x Liewood

## Premium Brandwall

### Interested to hear more?

Inspire your customers with category sections on the brandwall.

The brandwall can be changed up to 4 times for the year of duration, to match the different seasons or specific campaigns.

Duration: 1 year

For more information see the BMP Mediakit.

