

Case study

Boozt Media Partnership x Adax

Boozt MEDIA
PARTNERSHIP



Boozt x Adax

Ambassador activation

At Boozt, we're always looking for new and exciting ways to bring our brands to life and inspire our customers. In Q1 2025, **we teamed up with one of our Baltic ambassadors for a special activity designed to highlight ADAX**—a brand known for its timeless craftsmanship and stylish designs. Through a series of graceful and inspiring shoots, we showcased the elegance and versatility of ADAX, creating visual stories that captivated our audience.

This initiative aimed to generate inspiration, drive traffic to the ADAX brandwall, and ultimately boost in-listing visibility on Boozt.com. With creativity and engagement at the core of our approach, this collaboration was all about elevating ADAX and making it a must-have brand for our customers.



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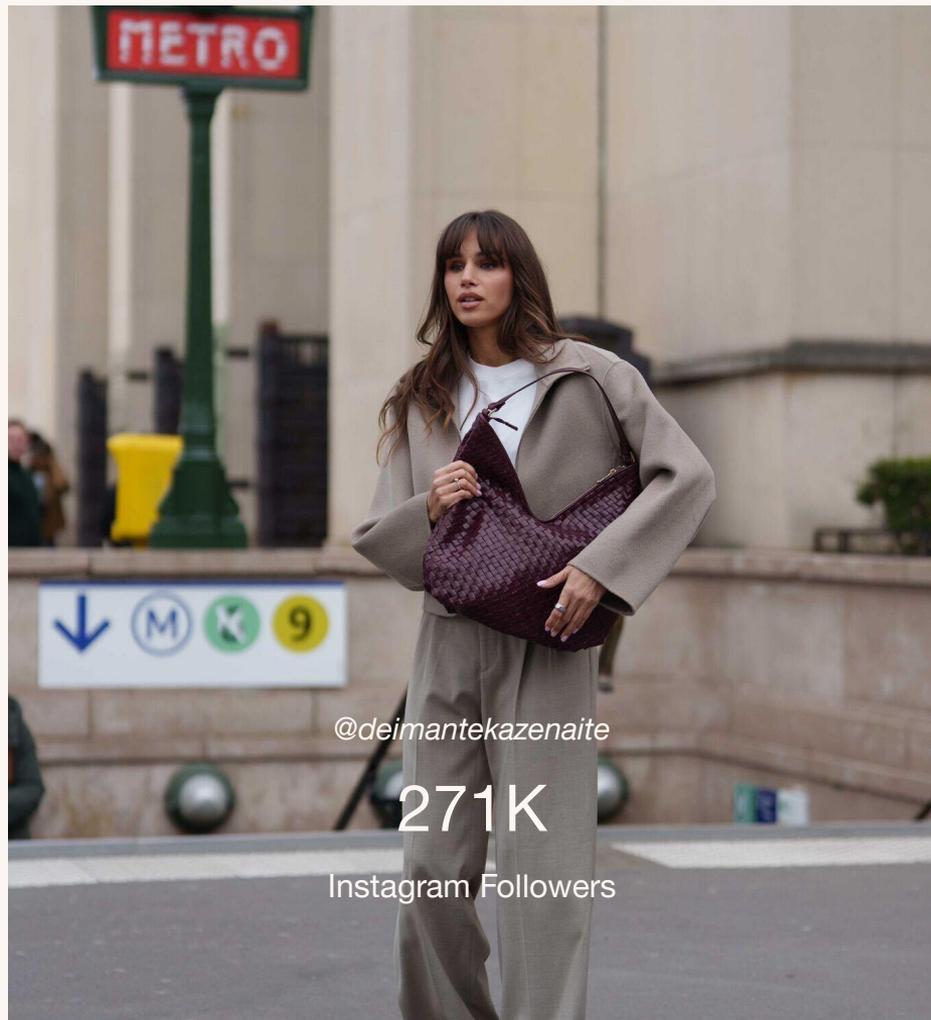
We had the pleasure of collaborating with ambassador **Deimante Kazenaite**, a distinguished fashion profile originally from the Baltics, now based in Paris. With a deep passion for both **style and gastronomy**, Deimante embodies the essence of modern elegance, effortlessly blending fashion with a refined appreciation for culinary arts.

Her journey from the Baltic region to the heart of Parisian culture reflects a story of ambition, creativity, and an eye for beauty in all its forms.

Content:

1 x Post

1 x Story



@deimantekazenaite

271K

Instagram Followers

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As a result, the two posts reached a total of **56,902 people**.

Notably, **7.2% of the reach came from non-followers**, expanding the visibility beyond her existing audience.



56,902

Reach on Instagram

7.2%

Non-followers

4,354

Likes on Instagram

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The impact was immediate — **the featured product became the best-selling item on Boozt that week**, with a significant spike in traffic. The surge was particularly notable in **Lithuania**, Deimante home country, highlighting her strong influence in the region.



+305%

Brandwall pageviews (LT)
vs +21% across all markets

+756%

PDP views by day (LT)
vs +148% across all markets

+163%

Gross sales (LT)
vs +1% across all markets

Data periodically: w11 2025 (period on period)
Source: Boozt Campaign Intelligence

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At Boozt, **we create success together with our partners** – and once again, we have proven that our Retail Media placements, including ambassador collaborations, deliver results.

Not only do we showcase results through media metrics, but we also achieve this through our **Boozt Data Intelligence**. This provides our partners with valuable insights into performance across various KPIs, including sales and onsite performance across countries, categories, seasons, and much more.

- Patricia Orby Bramsen, Intelligence Manager

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Are you looking for inspiring advertising opportunities?

Influencer marketing is one of the solutions. Increase engagement and sales through ambassador or influencer collaborations, where authentic brand storytelling meets targeted reach.

At BMP, we help you identify the right ambassadors for your brand and ensure strategic placement to maximize results. Let us take your marketing efforts to the next level with data-driven influencer partnerships that deliver real impact.

For more information see the BMP Mediakit.

