

12.11: Case study - Post-It and Proximity Russia

One-line summary

Post-It and Proximity Russia came up with a banner ad campaign that people actually liked!

The challenge

The major problem with banner ads is that users don't like them. They find display ads annoying and rarely actually engage with them. Retargeting banners are seen as even more invasive. PostIt wanted to create a retargeting banner that users actually wanted to see.

The solution

Post-It created a banner that users could use as Post-It notes. They would click on the banner, type a note to themselves, and then retargeting technology would show them their own Post-It notes instead of retargeting banners.

This involved using the same technology other websites use for retargeting, as well as choosing placements for their ads on the most commonly used websites so that users would see their PostIt stickers wherever they visited.

Clicking on a note brought users to a Post-It page where they could manage their stickers, create new ones, or delete all of them.

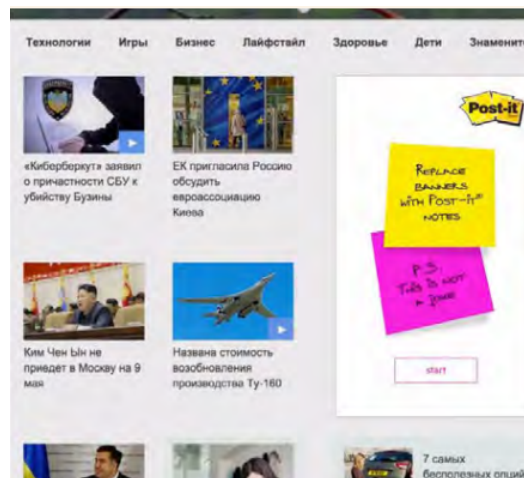


Figure 12.11.1: A banner ad made of Post-It notes *Adapted From Adweek, 2015*

Results

Users engaged with this campaign happily. It received:

- 47.6% active engagement
- 152.40 seconds average interaction time
- Considerable earned media reach, including users asking for the same campaign to be brought to other countries.

(Webby Awards, 2016)

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