

Interactive CTV Drives QR Code Engagements for LOVESAC



2X

**BENCHMARK
QR CODE
ENGAGEMENT RATE**



+1220

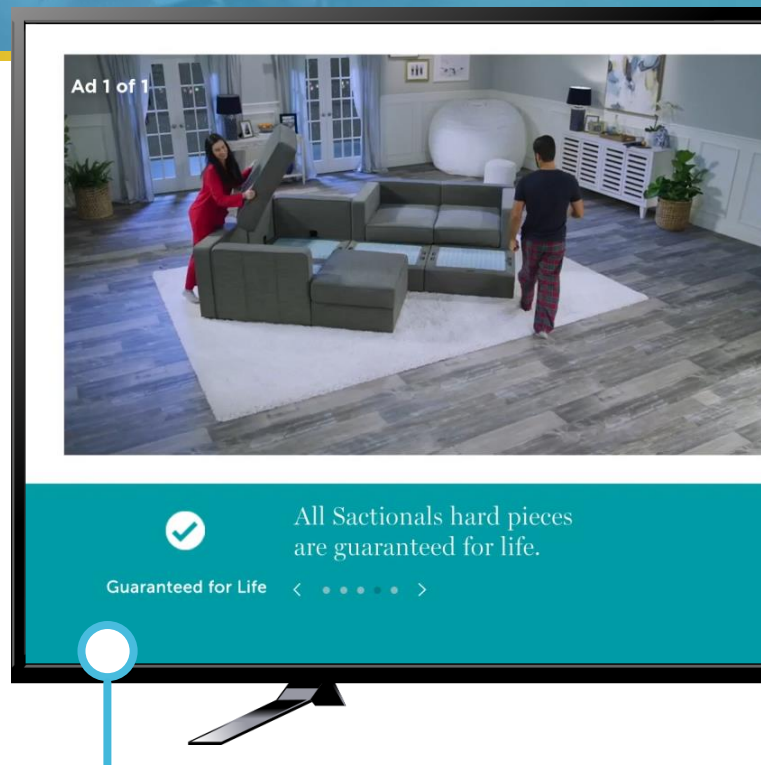
**QR CODE
SCAN
CLICKS**

GOAL

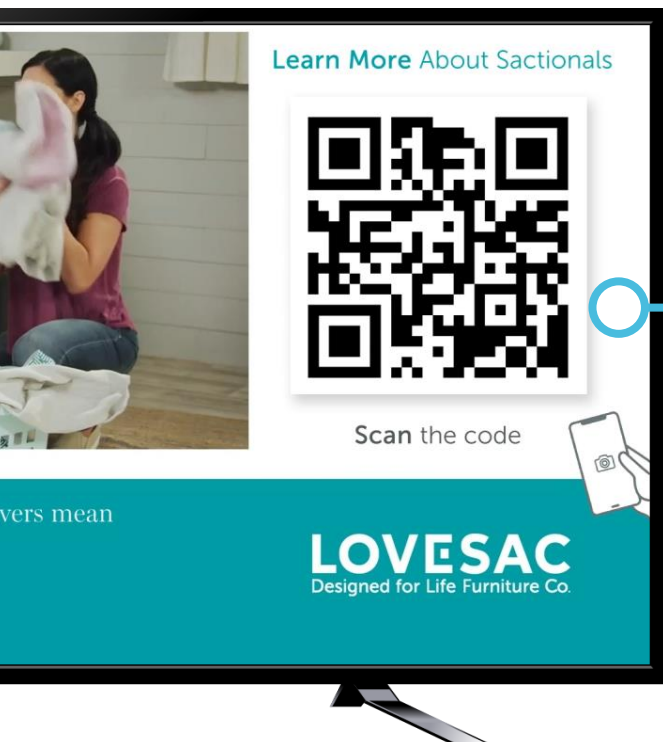
LOVESAC was looking for unique ways to bring the in-store experience online, driving conversions from connected TV to their website. Specifically they were trying to entice users to learn more about their line of Sactionals, driving interest in the customizable nature of the product.

SOLUTION

Innovid designed an interactive Branded Canvas featuring a product carousel which highlighted key features of LOVESAC's Sactionals. Within the carousel, users were invited to scan a QR code for more information, driving them to the website. Once on the site, users were invited to build their own Sactional.



User invited to scroll through product benefit messages



RECOMMENDATION

For brands looking to drive mobile conversions through CTV, Innovid recommends adding a TV2MOBILE or QR Code feature.

When using a QR Code, follow these best practices:

- ✓ Include a visual guiding your audience how to scan the code
- ✓ Make sure QR code is big and prominently displayed on the screen.

QR Code prominently displayed