



About LIDL

Lidl is not your average cookie-cutter grocery store. They're revolutionizing grocery shopping. They have a less complicated process that allows them to simply deliver low prices, high quality, and the best shopping experience for our customers.

What LIDL Needed

In their digital strategy, daily video recipes play a crucial role to engage with their customers online.

LIDL was looking for a cost-effective solution to:

- Increasing attention of LIDL products
- Reduce manual work in making these assets interactive
- Analyze which content and products drive most potential revenue

Business Impact

- More than **60%** time saved
- **200+** videos made interactive
- **60%** viewer engagement across channels
- Click throughs above **5%**

“Spott enables us to scale-up in a smart and efficient way. They introduced scalability, speed, saved us a lot of hassle and delivered great interaction figures.”

Jonas Braun,
Head of Media Strategy