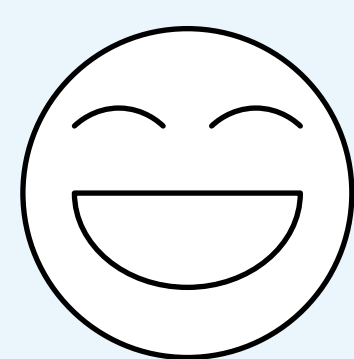# Heureka

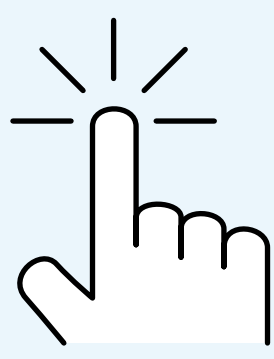2020 Filterious Case study
Instagram filters for Heureka.cz

01 — About Heureka

Heureka is an online shopping giant, offering product comparisons to its customers and allowing them to make the best choices based on prices, reviews and services.
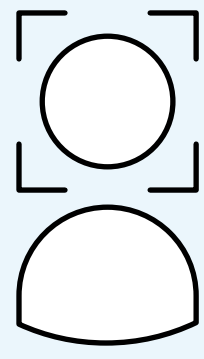
The company is currently the biggest shopping advisor on the Czech market, servicing 9 countries in Central and Eastern Europe with over 23 million visitors per month and a network of over 55,000 online stores.
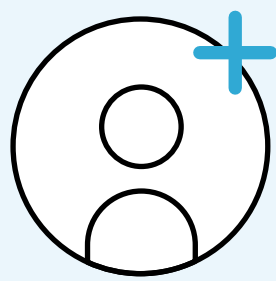
Light-hearted   **Interactive**   **Face Filter**
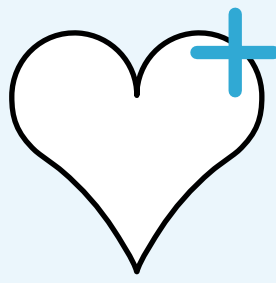
Challenge — 02

Our main task was to design and implement an AR Filter for a holiday campaign that would engage audiences in a light-hearted way. The client wanted to increase engagement on their instagram and and match the friendly tone of their page with an interactive element. The filter was to be simple and utilize the user's face.
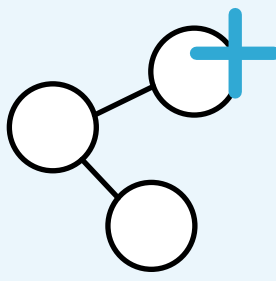
03 — Solution

The result was a fun randomizer filter which users played to find out what Santa would bring them for Christmas. The filter scrolled through funny and totally useless possibilities. The 'presents' were meant to be humorous and unexpected to garner a reaction from users and increase shareability. Once Santa's present was revealed, a message from Heureka popped up advising users to shop at Heureka if they actually want a useful gift.

672 new followers

20.7K Impressions

1.1K Shares

Results — 04

Following the release of the filter, the company reported 672 new followers to their Instagram page. The filter itself garnered over 20.7K impressions, 17.7K opens, 12.2K captures and 1.1K shares.

A word from the agency:

"We see that users used the filter very actively. Compared to other filters, the results are double. Interest in the AR filter was also confirmed in paid promotion. The cost per click is around 3 CZK. The benchmark CPC for a similar target group is over CZK 5."

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