Ezviz

CONTENT PERFORMANCE

MOST ENGAGING PIECE OF CONTENT:

@ezviz_uk_ie

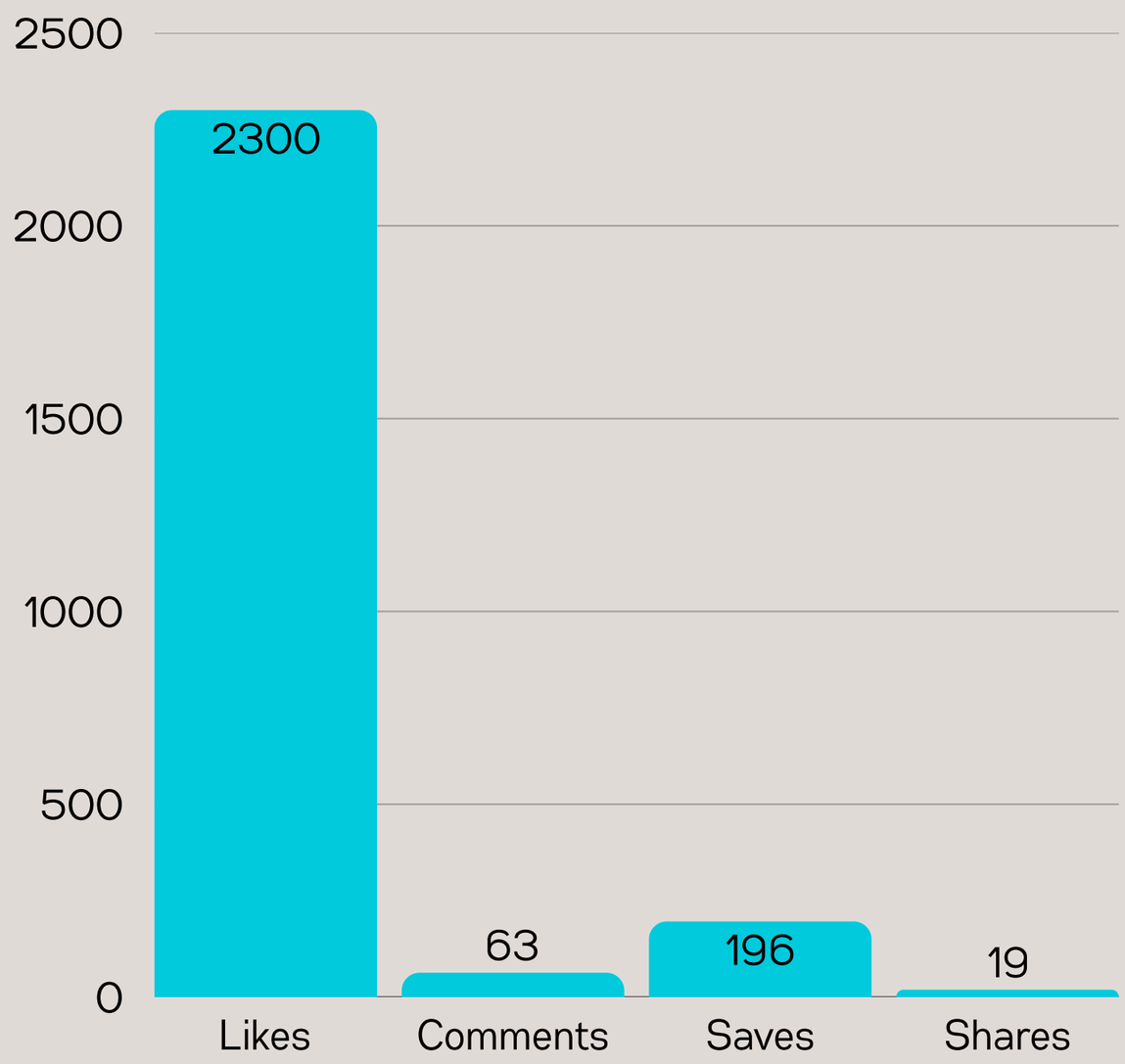
❤ *200,000K + VIEWS*

This campaign showcased the EZVIZ CB8 Lite 4G as a versatile, all-in-one security camera that works in any setting. It highlighted its seamless switch between Wi-Fi and 4G, clear day and night footage, and solar-powered capability, demonstrating how one camera can provide reliable, continuous monitoring around the home.

The goal was to reach and engage a broad audience showing the camera's versatility in real-life scenarios, clearly communicating its key features, and driving awareness and interest through accessible, high-performing content.

Campaign KPI priorities were:

- Increased brand awareness
- Link clicks

TOTAL VIEWS: 212,986

TOTAL LINK CLICKS: 665