# Enjoy Virtual Vacation in Bumchums’ Style

Recently, Bumchums came up with something new: a totally new type of virtual campaign to attract more customers, get more leads, and increase traffic and engagement. This type of pristine campaign has never been tried by any brand before!

The Bumchums' virtual vacation campaign was all about user engagement. By tapping on the advertisement, one could choose their preferred vacation spots from the given list and then move their phone at a 180-degree angle to explore & select the pertinent products and accessories all at once!

The campaign was a success as it had a total of 2,268,886 impressions in just 13 days. Apart from that, it achieved a higher-than-average engagement rate of 1.48%, as well as an overall average time spent of 10.63 seconds, which surpassed the benchmark.

Bumchums made shopping even easier for the customers as they got easy access to all the products that they needed during the vacation. To learn more, browse through the products on- <https://www.bumchums.in>





