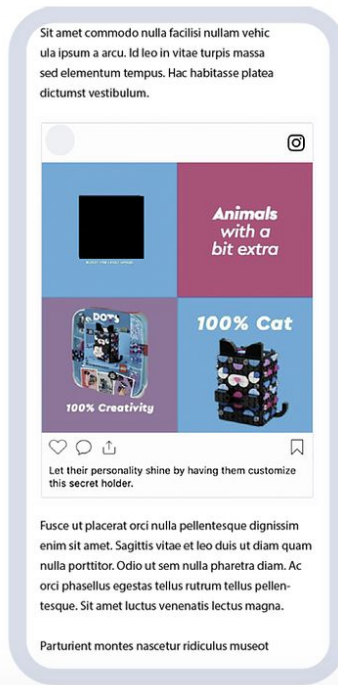
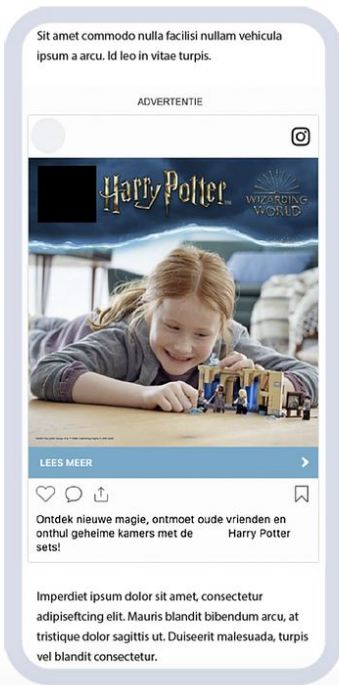


Case Study: Diversification

Global retail brand shifts spend away from social and reaches new audiences in brand safe environments.



1. Objective

Inspired by the Facebook ad boycott, global retail brand wanted to shift significant spend away from social platforms to reach new audience in brand safe environments.

2. Solution

By using our product, the brand was able to gain 42m ad impressions outside of social, reaching new audiences.

3. Results

The brand activated our product in 12 countries and saw 42 million ad impressions outside of social.

12

Countries activated

42m

Ad impressions outside of social

Benefits



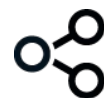
Efficient

Repurpose a brand's existing creative assets from social or the web to eliminate production overhead



Engaging

Beautiful high-impact ad experiences that are familiar to users and that extend beyond standard banners



Effective

Designed to deliver the results that matter most for brands up-and-down the marketing funnel