

# Case Study: Performance

Major global rideshare and food delivery brand reduced the cost-per-click compared with both standard display and paid social.



## 1. Objective

The rideshare and food delivery brand's objective was to extend their campaign reach and increase performance.

## 2. Solution

The brand used our technology to take existing social assets from Facebook and Instagram and run them as ads across mobile web, app, and desktop across the open exchange.

## 3. Results

The brand achieved an average CPC of \$1.53 and viewability of 68.8%.

\$1.53

Average  
CPM

68.8%

Viewability

## 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*