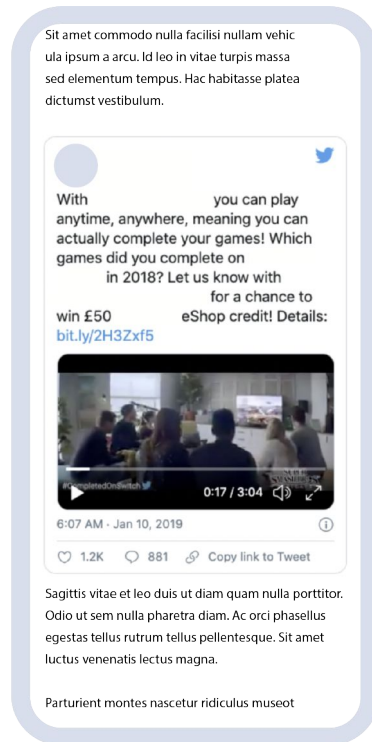
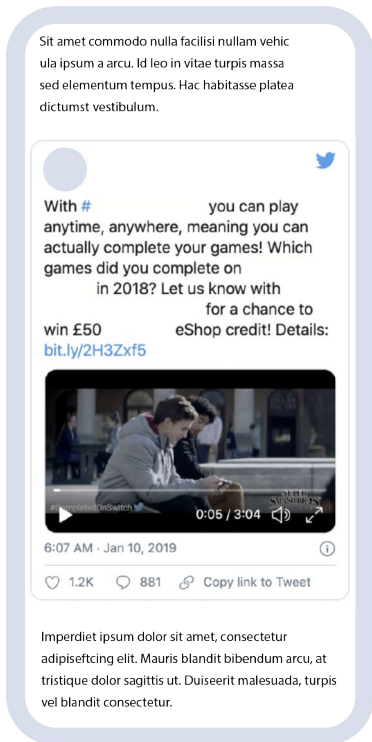


Case Study: Engagement

Consumer electronic brand increased brand engagement through growth in action intent, social interactions, and website visits.



1. Objective

This consumer electronic brand wanted to increase brand engagement among its target audience.

2. Solution

This brand repurposed their already existing social creatives instead of using standard display creatives. Our familiar format and increased size led to increase website clicks and social interactions.

3. Results

The brand saw a 55% increase in intent to purchase the product, a 77% increase in interactions on social media, and a 33% increase in website visits compared to standard display.

55%

Increase in action intent

77%

Increase in social interactions

33%

Increase in website visits

Benefits



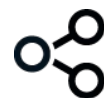
Efficient

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