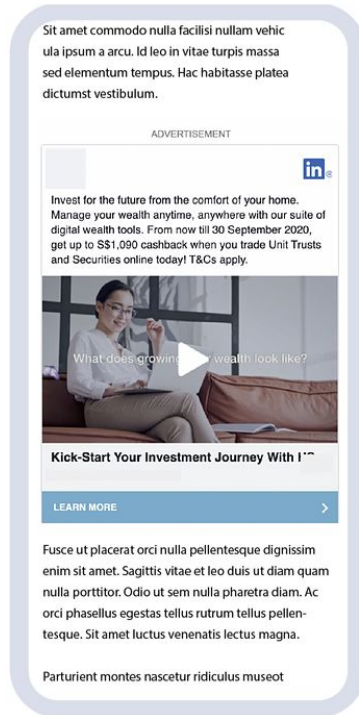
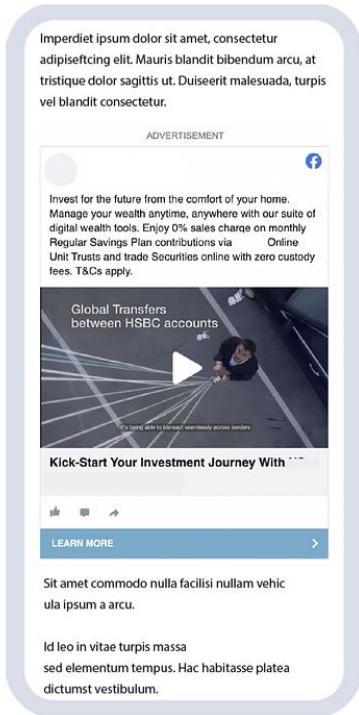


# Case Study: Reach

Global finance brand drives incremental reach and quality engagement.



## 1. Objective

To enhance performance and build greater brand equity, this brand was looking for an innovative solution to complement their existing social strategy, drive incremental reach beyond social platforms, and increase consumer engagement and interest.

## 2. Solution

With greater scale and 2x more cost efficient CPMs, the brand was able to extend their reach to more than 320,000 new consumers. In addition, they were able to drive qualified prospects to the brand's site, improving the overall landing rate by 12x.

## 3. Results

The brand reached 320,000 new consumers and saw a 12x increase in landing rate.

320k  
New customers reached

12x  
Increase in landing rate

## 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