

Case Study: Attention

Hot sauce brand saw 12 seconds of average attention time compared to only 4 seconds for the same creatives in the walled gardens.



1. Objective

Hot sauce is not often associated with healthy eating. Knowing this, the brand knew the need to do more than achieve reach goals and make the right impression with their customers.

2. Solution

The brand promoted creatives that helped customers connect hot sauce to healthy eating, by showcasing with videos, images and copy with a diverse range of foods popular with their products.

3. Results

The brand saw 12 seconds of average attention time compared to only 4 seconds for the same creative in the walled gardens. The average viewability on the open web was 77% compared to only 25% on social feeds.

3.1x

Increase in
Viewability

3.0x

Increase in
attention time

Benefits



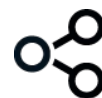
Efficient

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