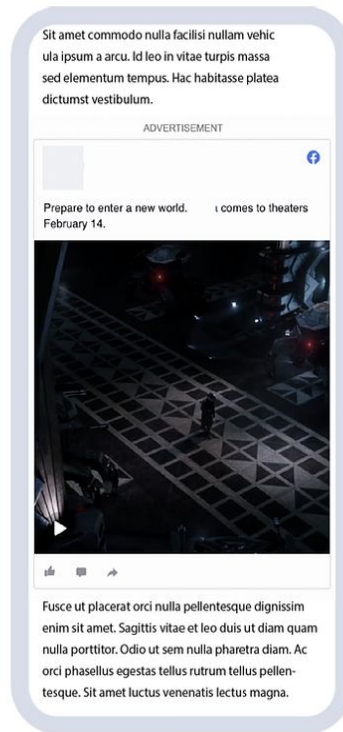
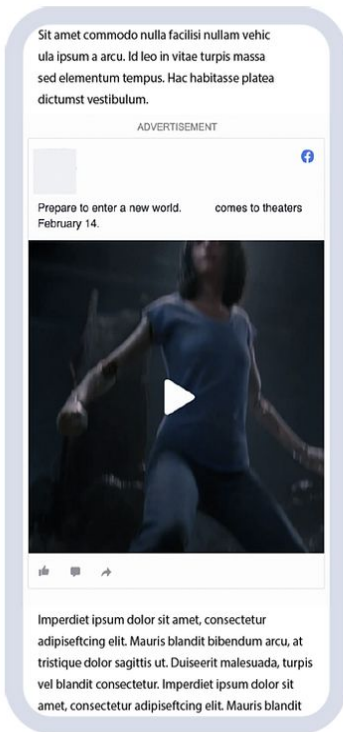


# Case Study: Purchase

Film brand increases movie ticket purchase intent through impressions, viewable CTR, and in-view time.



## 1. Objective

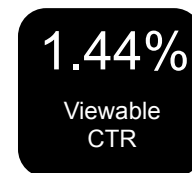
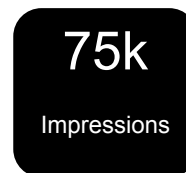
Leading up to the movie release, this film brand wanted to increase ticket sales through their display ads.

## 2. Solution

This film brand was able to increase sales intent, awareness of the movie, and likelihood of customers to talk about the movie with family and friends.

## 3. Results

The brand saw 75 thousand impressions, a viewable CTR of 1.44%, and 13.7 seconds average in-view time.



## Benefits



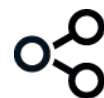
### Efficient

*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*