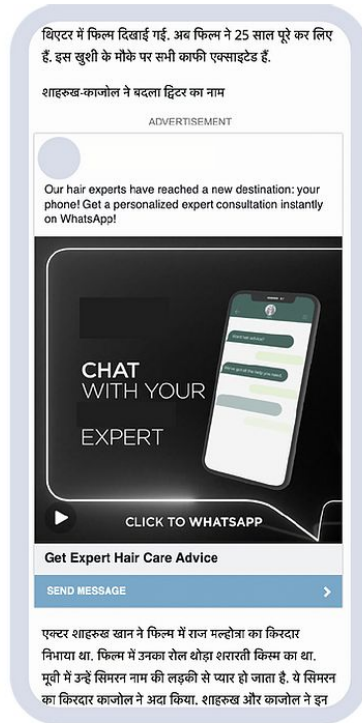
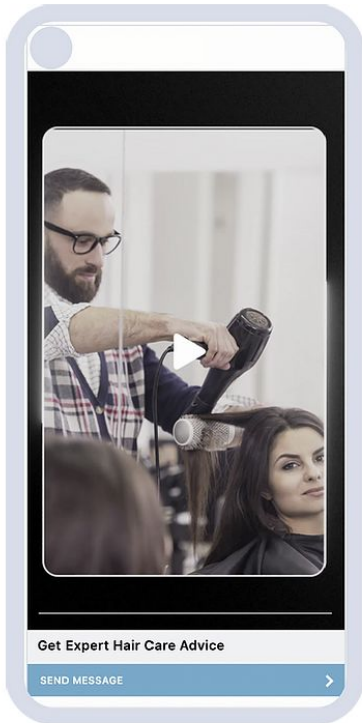


Case Study: Consideration

Global cosmetics brand drove quality traffic to their WhatsApp business account and increase brand awareness.



1. Objective

The global cosmetics brand's objective was to drive leads and sales through their WhatsApp business account.

2. Solution

The cosmetics brand was able to run an efficient and receptive campaign with quality traffic on their WhatsApp business account.

3. Results

The brand achieved strong results with 62% of users exposed to the ads being likely to consider the brand in the future. Additionally, the brand achieved an average CTR of 0.80%.

62%

Users likely to consider brand in future

0.80%

Avg. CTR

Benefits



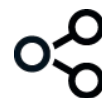
Efficient

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