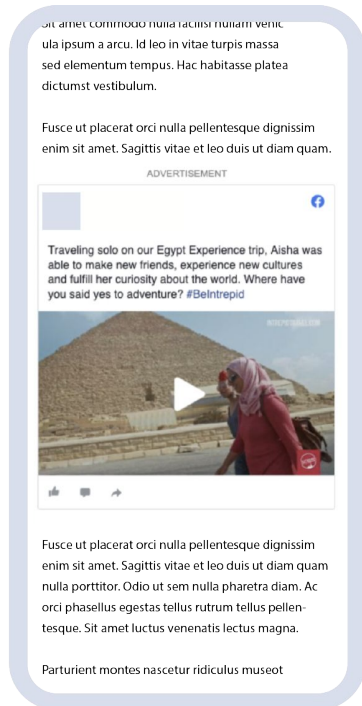
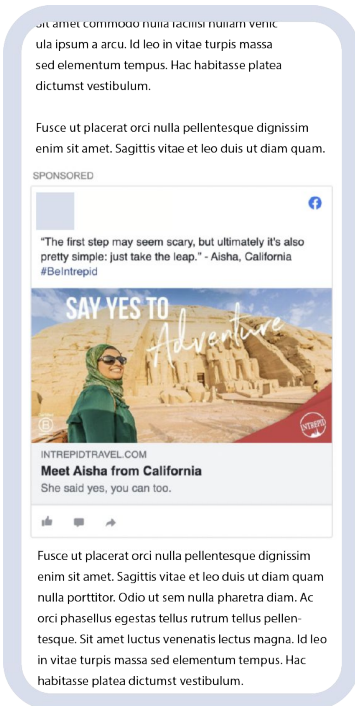


# Case Study: Awareness

Travel brand saw a 40% increase in brand awareness and a 16% increase in the likelihood of respondents to engage with their website.



## 1. Objective

This travel brand wanted to increase brand awareness, website visits, and discussion of the brand among family and friends.

## 2. Solution

This travel brand used our ads instead of standard display ads.

## 3. Results

The brand saw a 40% increase in brand awareness and a 16% increase in the likelihood of respondents engaging with their website.

40%

Increase in brand awareness

16%

Increase in likelihood of visiting website

## Benefits



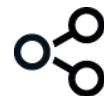
**Efficient**

*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*