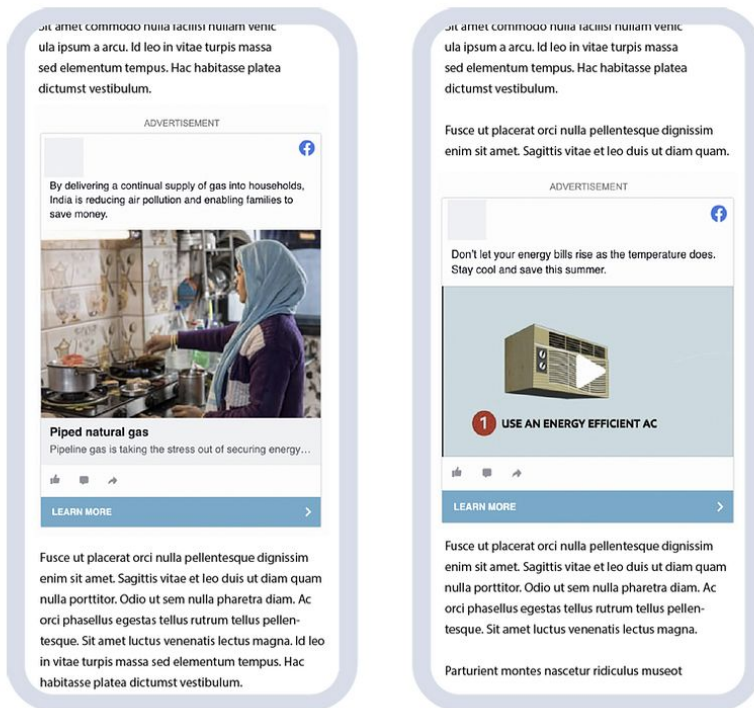


Case Study: Global energy brand scales creative volume using Social Display and Video



1. Objective

This global energy brand was interested in finding a way to increase their ad creatives in a simple yet effective way.

2. Solution

Thanks to Social Display and Video's ease of use, the brand was able to grow their creatives and have an always-on strategy.

3. Results

The brand activated 115 unique creatives and gained 150 million ad impressions in 6 months.

115

Unique
creatives

150m

Ad
impressions

Why Social Display



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