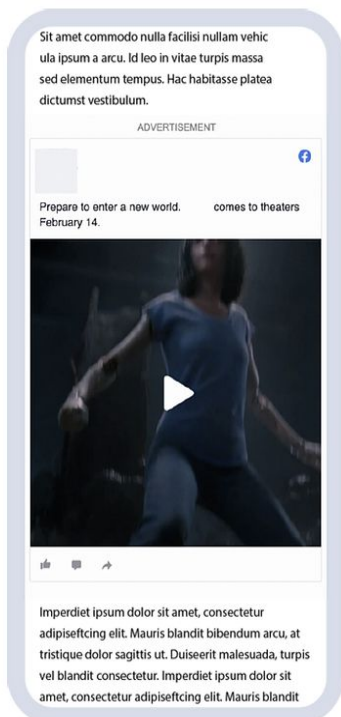


## Case Study: Film brand increases movie ticket sales intent using Social Display and Video



### 1. Objective

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

### 2. Solution

By using Social Display and Video, 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.

75k

Impressions

1.44%

Viewable CTR

33%

In-view time

## 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