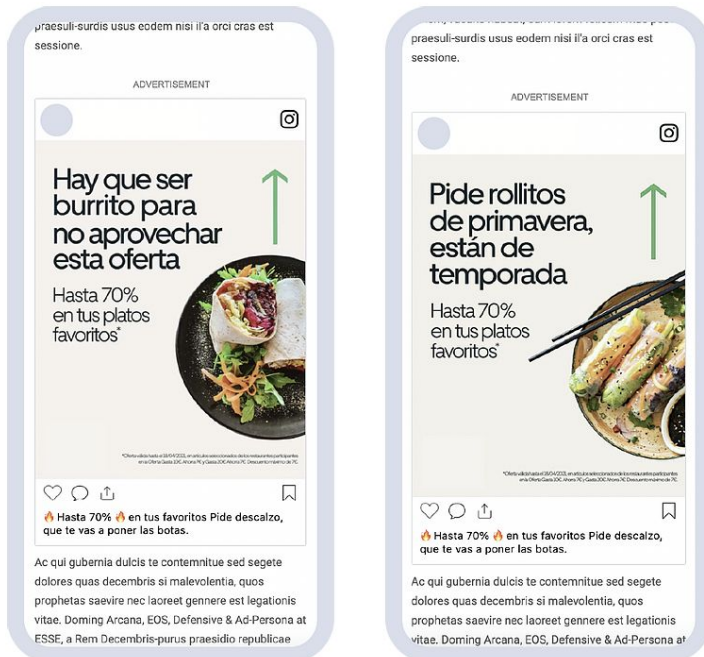**Case Study:** Major global rideshare and food delivery brand reduced the cost-per-click compared with both standard display and paid social by using Social Display with Polar

1. Objective

The rideshare and food delivery brand's objective was to extend their campaign reach and increase performance.

2. Solution

The brand used Polar's technology to take existing social assets from Facebook and Instagram and run them as ads across mobile web, app, and desktop across the open exchange.

3. Results

The brand achieved an average CPC of $1.53 and viewability of 68.8%.

$1.53
Average CPM

68.8%
Viewability

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