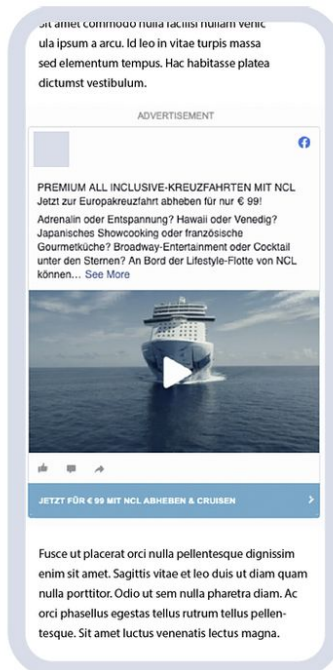


Case Study: Cruise line brand increases branding awareness using Social Display and Video



1. Objective

This brand's objective was to increase customer's awareness in their brand.

2. Solution

The brand used Social Display and Video to repurpose social creatives for display on the open web to gain increased brand awareness.

3. Results

The brand saw a 45% increase in brand awareness compared to standard display. Respondents were 34% more likely to engage with the brand's website and 43% more likely to interact with the brand's social media after seeing a social display ad compared to a standard display ad.

45%

Increase in brand awareness

34%

Increase in website visits

43%

Social media interactions

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