



Case Studies

Social Display

1. Results that matter

Rideshare & Food Delivery Brand

Better cost-per-click

Major global rideshare and food delivery brand reduced the cost-per-click compared with both standard display and paid social by using our ads in display inventory on the web.

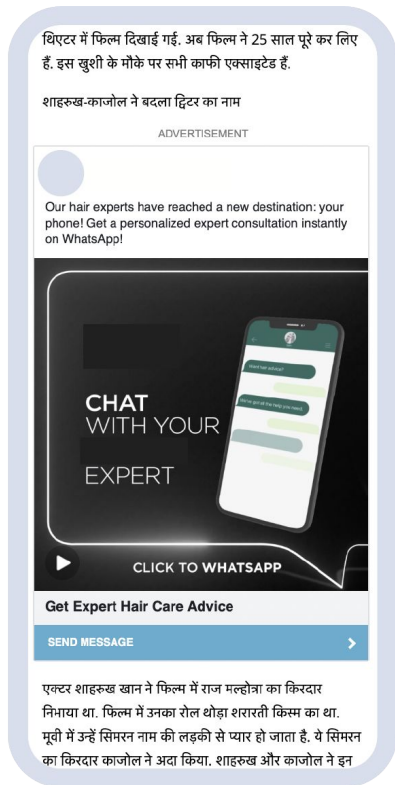
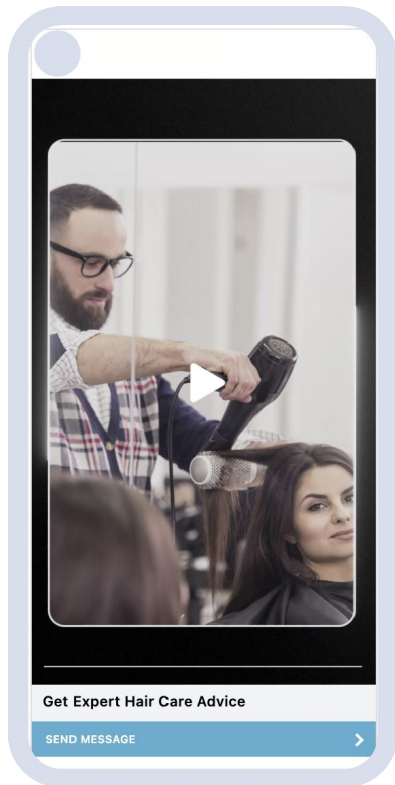
\$1.53

Avg. CPC

68%

Avg. viewability





Global Cosmetics Brand

Results that matter

Global cosmetics brand drove quality traffic to their WhatsApp business account using Social Display with Nova. 62% of users exposed to the ads were likely to consider the brand in the future and the brand achieved an average CTR of 0.8%.

62%

Users likely to consider brand in future

0.8%

Average CTR

Hot Sauce Brand

Results that matter

The brand saw **12 seconds of average attention time** compared to only 4 seconds for the same creatives in the walled gardens. The average viewability on the open web was 77% compared to only 25% on social feeds.

3.1x

Increase in
viewability vs
Facebook

3.0x

Increase in
attention time vs
Facebook

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D2C Furniture Brand

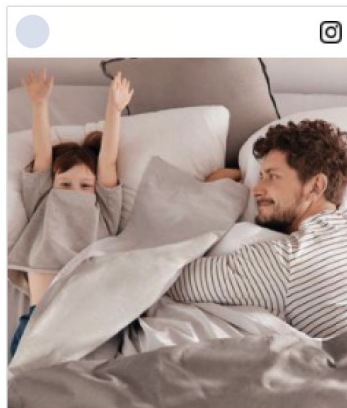
CTV Retargeting

D2C bedroom furniture brand **increased direct response visits to their website** using Social Display with Nova.

18x
More site visits than TV-only strategy

2x
More site visits than TV + standard display

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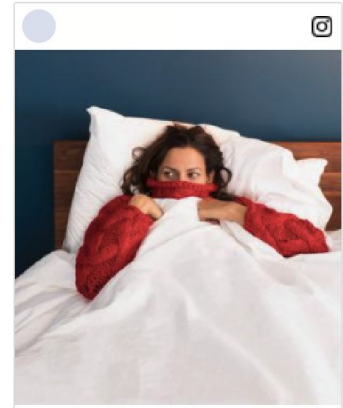
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Raise your hands if you're ready for bed.

[SHOP NOW](#)

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It's a great day to stay in bed. Because it's always a great day to stay in bed.

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With # you can play anytime, anywhere, meaning you can actually complete your games! Which games did you complete on in 2018? Let us know with for a chance to win £50 eShop credit! Details: bit.ly/2H3Zxf5



6:07 AM · Jan 10, 2019

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Consumer Electronic Brand

Brand engagement

Consumer electronic brand **increased brand engagement** using Social Display with Nova.

55%

Increase in action intent

77%

Increase in social interactions

33%

Increase in website visits

Travel Brand

Local awareness

Travel brand **increased local awareness** using Social Display with Nova.

40%

Increase in brand awareness

16%

Increase in likelihood of visiting website

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"The first step may seem scary, but ultimately it's also pretty simple: just take the leap." - Aisha, California #BeIntrepid

SAY YES TO Adventure

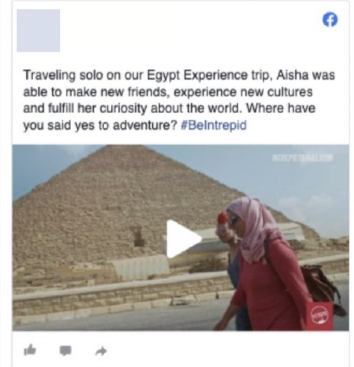
INTREPIDTRAVEL.COM
Meet Aisha from California
She said yes, you can too.

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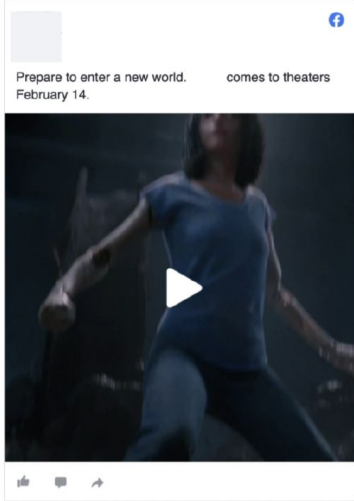
Traveling solo on our Egypt Experience trip, Aisha was able to make new friends, experience new cultures and fulfill her curiosity about the world. Where have you said yes to adventure? #BeIntrepid

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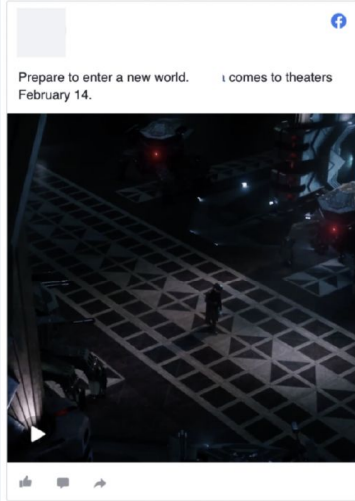
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Film Brand

Purchase intent

Film brand **increased movie ticket purchase intent** using Social Display with Nova. By using Social Display with Nova, this film company was able to **increase sales intent, awareness of the movie, and likelihood of customers to talk about the movie with family and friends.**

75k

Impressions

1.44%

Viewable CTR

13.7

In-view time

Cruise Line Brand

Branding awareness

Cruise line brand **increased branding awareness** using Social Display with Nova compared to standard display.

45%

Increase in brand awareness

34%

Increase in website visits

43%

Increase in social media interactions

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NCL präsentiert: ADRENALIN STATT ANIMATION!
Klettern im höchsten Hochseilgarten auf See? Gas geben in der einzigen E-Kartbahn 18 Decks über dem Meer? Eine Freerfall-Rutsche ins Vergnügen? NCL garantiert Kreuzfahrt-Spaß für die ganze Familie!

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2. Frictionless creative



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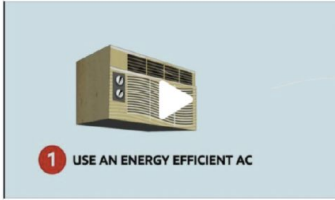
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Global Energy Brand

Frictionless creative

Global energy brand activated 115 unique creatives with Nova in the past 6 months, making Social Display an **always-on strategy** thanks to the ease of use.

150m

Ad impressions
in 6 months

115

Unique creatives
in 6 months

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**CHILE N' LIME
VEGAN JACKFRUIT
TACOS**

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Global CPG Brand

Frictionless creative

A global CPG brand **reduced creative production costs by 47%** by repurposing existing creative versus having to invest in standard display production.

47%

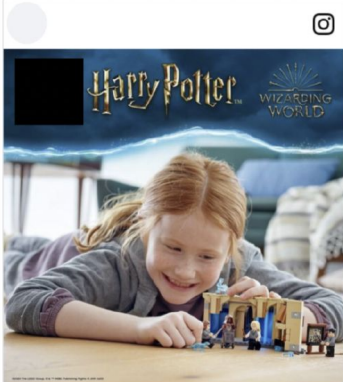
Decrease in
creative
production costs

3. Channel diversification



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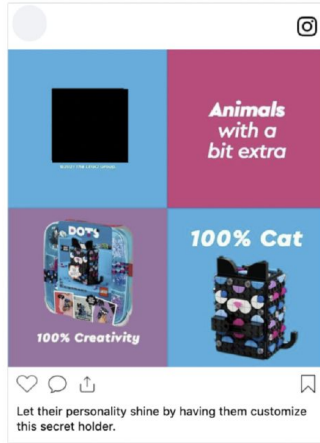
LEES MEER



Ontdek nieuwe magie, ontmoet oude vrienden en onthul geheime kamers met de Harry Potter sets!

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Global Retail Brand

Channel diversification

Inspired by the Facebook ad boycott, global retail brand shifted **significant spend away from social platforms** to reach new audiences in brand safe environments.

12

Countries
activated Nova

42m

Ad impressions
outside of social

Global Finance Brand

Reach extension

Global finance brand drove incremental reach and quality engagement through Social Display with Nova.

320k

New consumers

12x

Increase in landing rate

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