Engagement campaigns

When KPIs are engagement, attention, in-view time or video views.

Recommendations
- **Format type**
  - Video and carousel posts have the highest engagement rates
  - Formats encourage user engagement with ad itself
    - Video controls: start/pause/volume
    - Carousel: swipe between slides
- **Social icons**
  - Keep social icons on, to encourage more interactivity
- **Call-to-action button**
  - Customize label and color to inspire audiences
- **Measurement**
  - Evaluate on ad engagement rates (versus destination page activity)

Click to see an example

![Nova logo]