



Case Studies

Social Boost

Rideshare and Food Delivery Brand

Better cost-per-click

Major global rideshare and food delivery brand was able to reduce 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



Hot Sauce Brand

Results that matter

Hot sauce 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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Global Cosmetics Brand

Results that matter

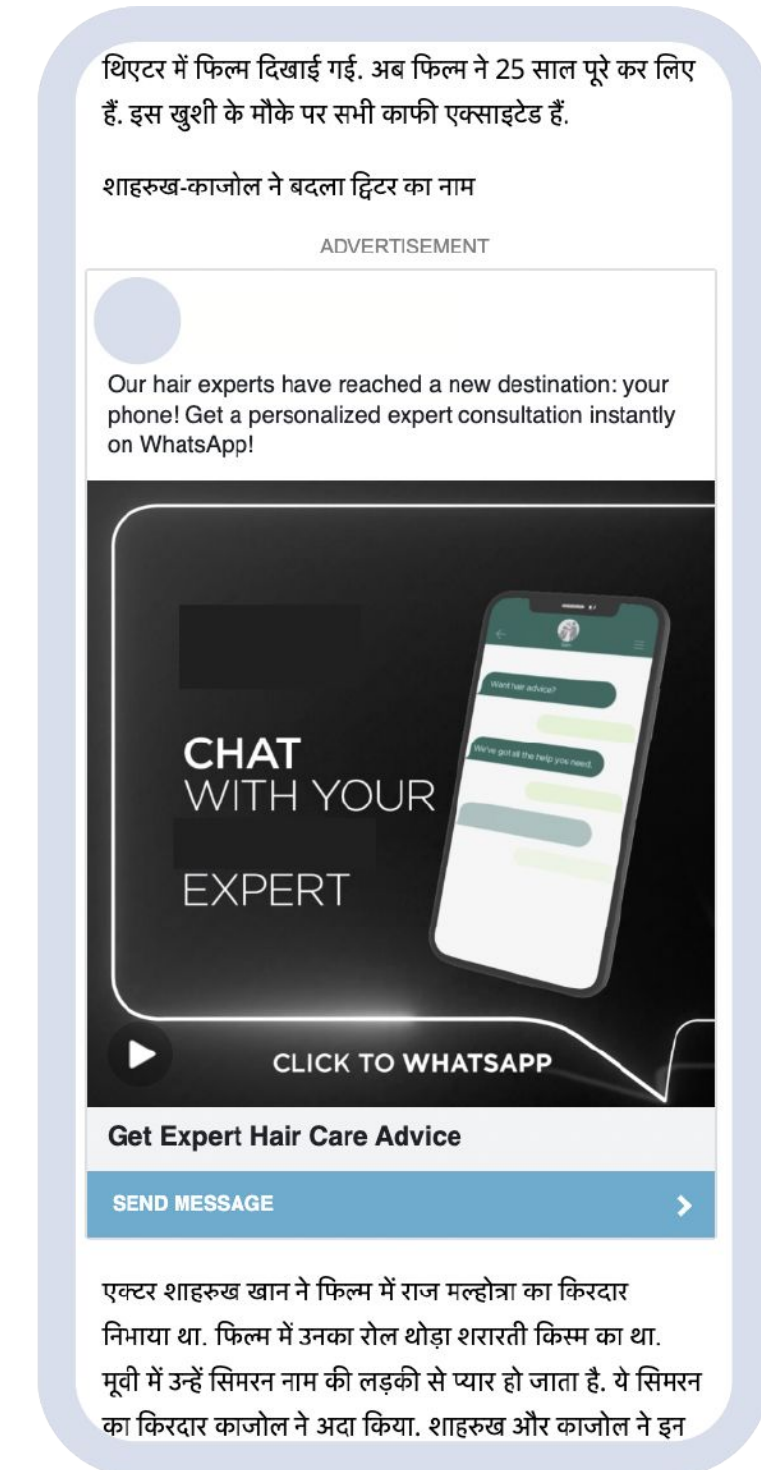
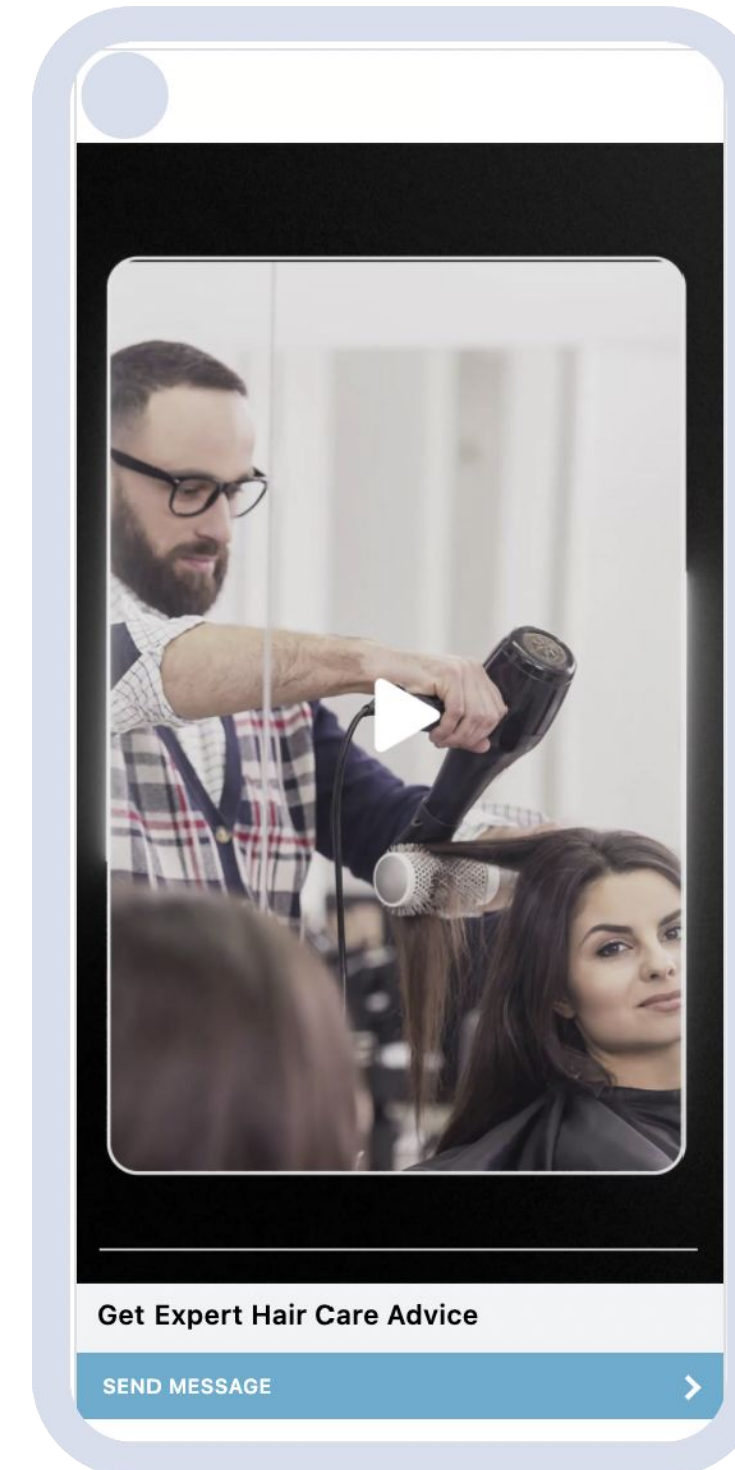
Global cosmetics brand drove quality traffic to their WhatsApp business account using Social Boost. 62% of users exposed to the ads were likely to consider the brand in the future and the brand achieved an average CTR of 0.8%.

62%

Users likely to consider brand in future

0.80%

Average CTR



D2C Furniture Brand

CTV Retargeting

D2C bedroom furniture brand increased direct response visits to their website by 18x using Social Boost. Additionally, the brand saw 2x more site visits than TV + standard display.

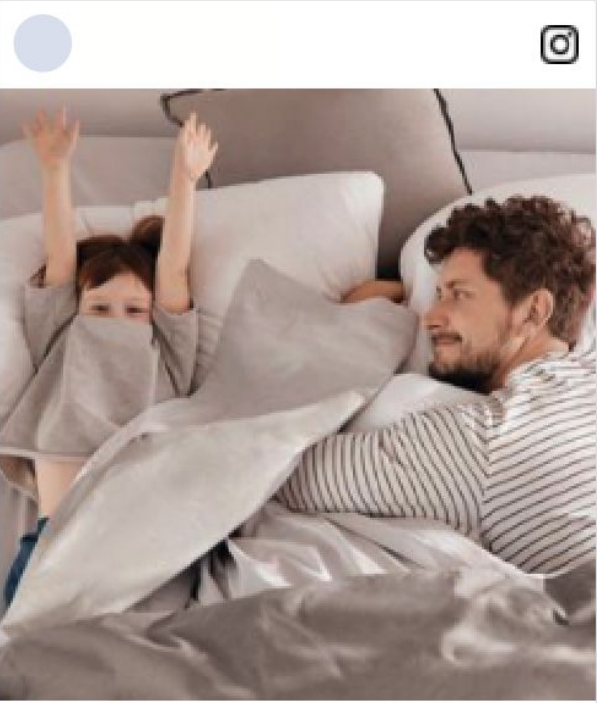
18x

More site visits than TV-only strategy

2x

More site visits than TV + standard display

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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.

SHOP NOW

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Consumer Electronic Brand

Brand engagement

Consumer electronic brand increased brand engagement using Social Boost. The brand saw a 55% increase in intent to purchase the product, a 77% increase in interactions on social media, and a 33% increase in website visits compared to standard display.

55%

Increase in action intent

77%

Increase in social interactions

33%

Increase in website visits

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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



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Travel Brand

Local awareness

Travel brand increased local awareness. The brand saw a 40% increase in brand awareness and a 16% increase in the likelihood of respondents to engage with their website.

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

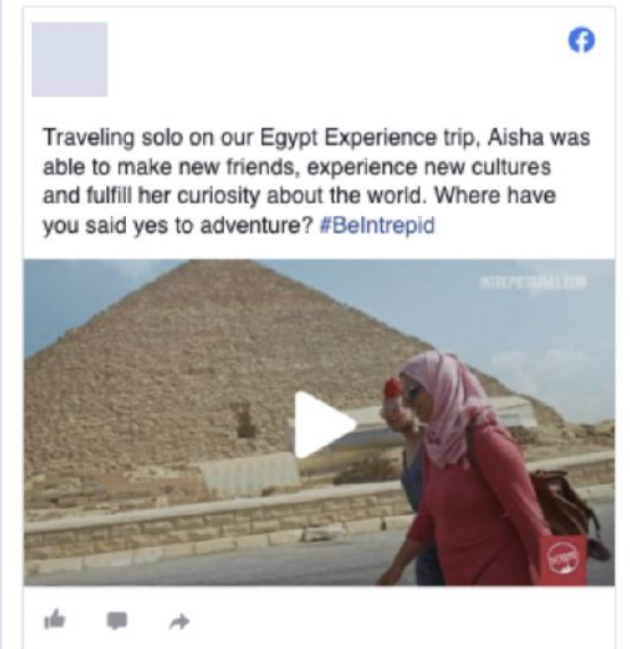
INTREPIDTRAVEL.COM
Meet Aisha from California
She said yes, you can too.

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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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Film Brand

Purchase intent

Film brand increased movie ticket purchase intent using Social Boost. This 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

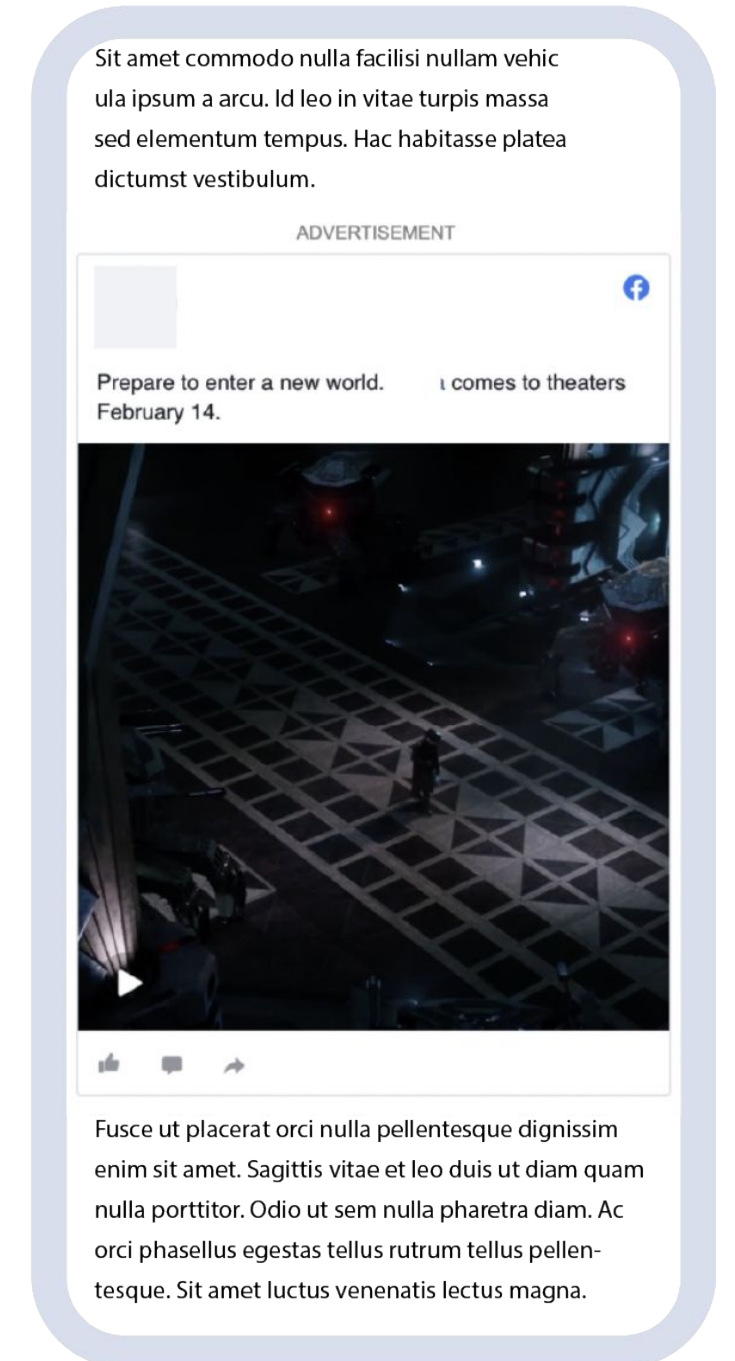
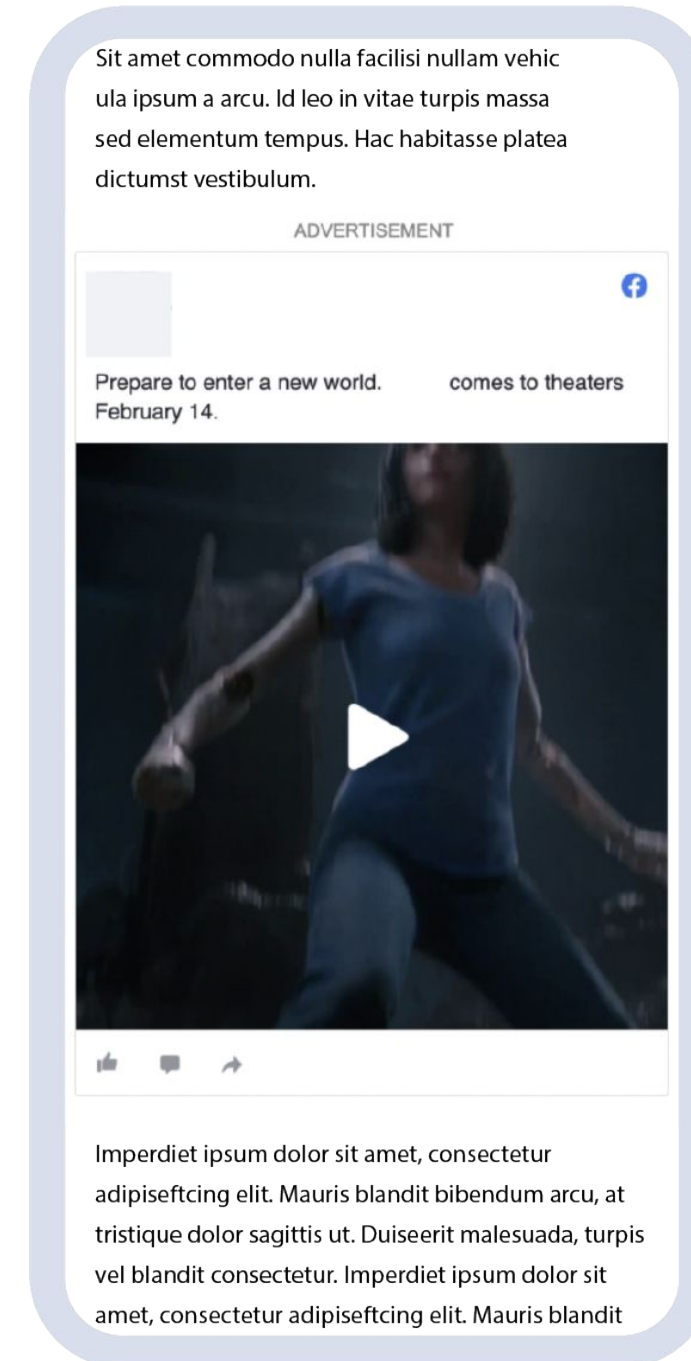
Impressions

1.44%

Viewable CTR

13.7

In-view time



Cruise Line Brand

Branding awareness

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 our ads compared to standard display ads.

45%

Increase in brand awareness

34%

Increase in website visits

43%

Increase in social media interactions

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Global Energy Brand

Frictionless creative

Global energy brand activated 115 unique creatives in the past 6 months, making Social Boost an always-on strategy thanks to the ease of use. Between these 115 creatives, over 150 million ad impressions we gained.

150m


Ad impressions in 6 months

115

Unique creatives in 6 months

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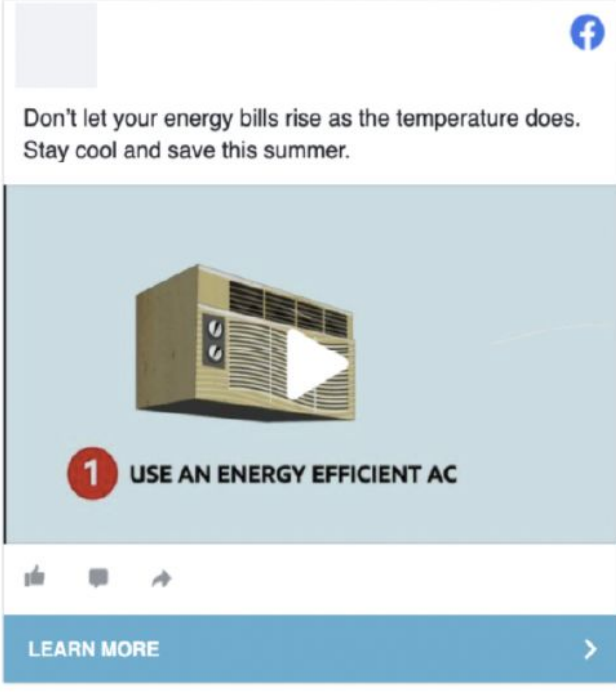
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Global CPG Brand

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

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Global Retail Brand

Channel diversification

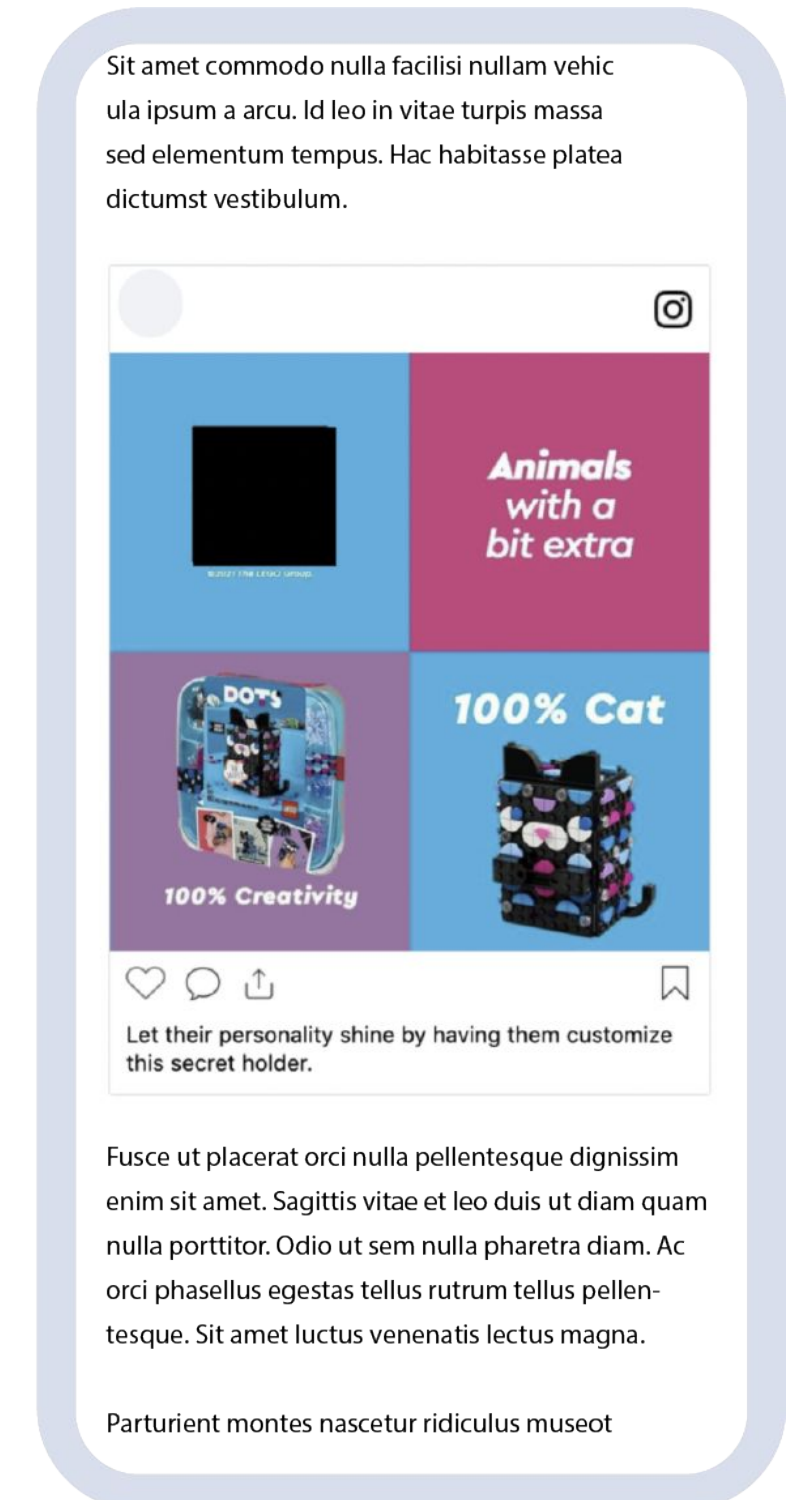
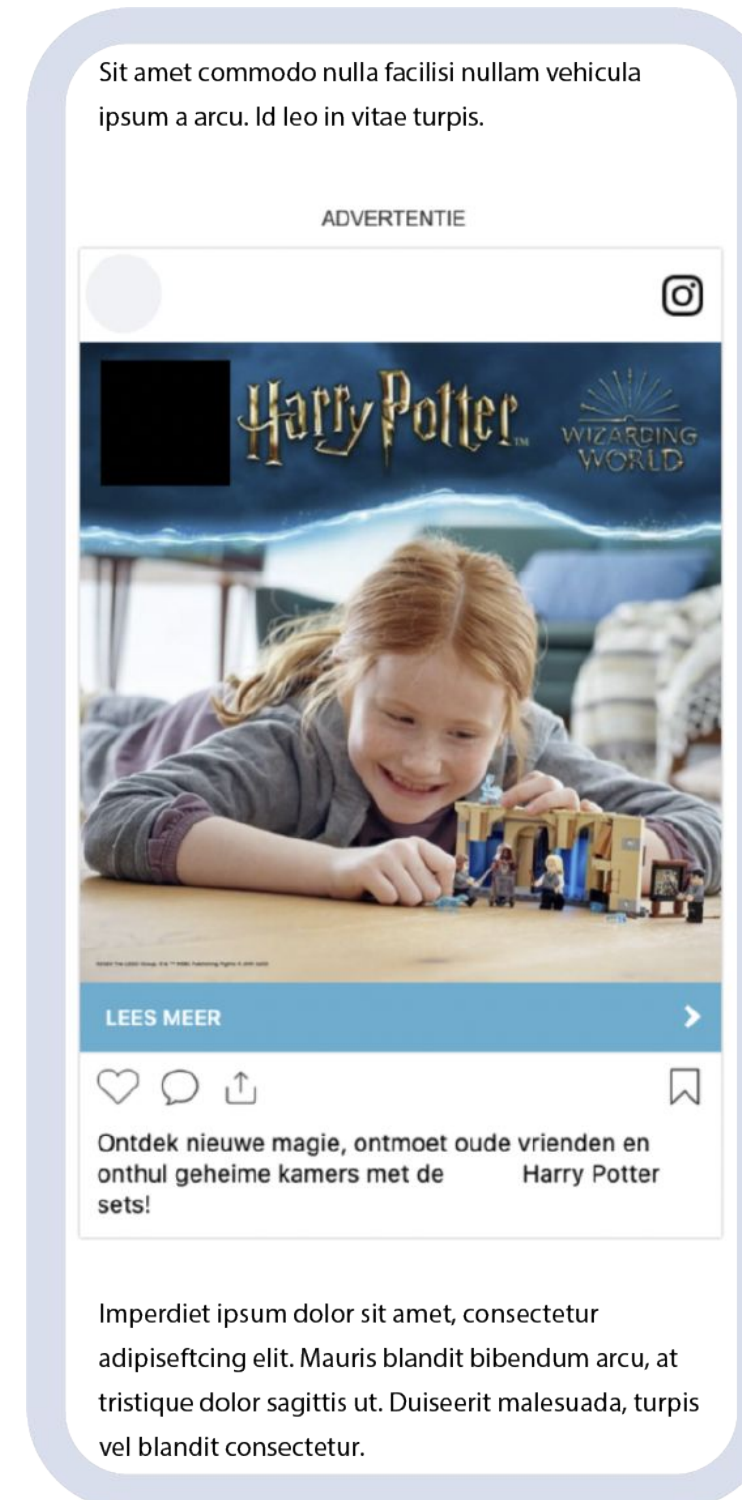
Inspired by the Facebook ad boycott, global retail brand shifted significant spend away from social platforms to reach new audiences in brand safe environments. The brand activated Social Boost in 12 countries and gained 42 million ad impressions outside of social.

12

Countries activated

42m

Ad impressions outside of social



Global Finance Brand

Reach extension

Global finance brand drove incremental reach and quality engagement through Social Boost. The brand was able to reach more than 320 thousand new consumers. Additionally, they drove qualified prospects to the brand's site, improving overall landing rate by 12x.

320k

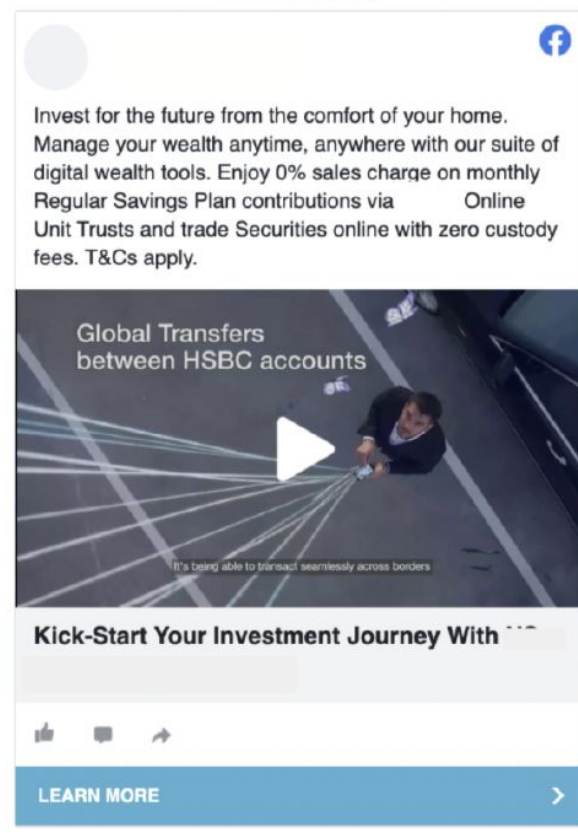
New consumers

12x

Increase in landing rate

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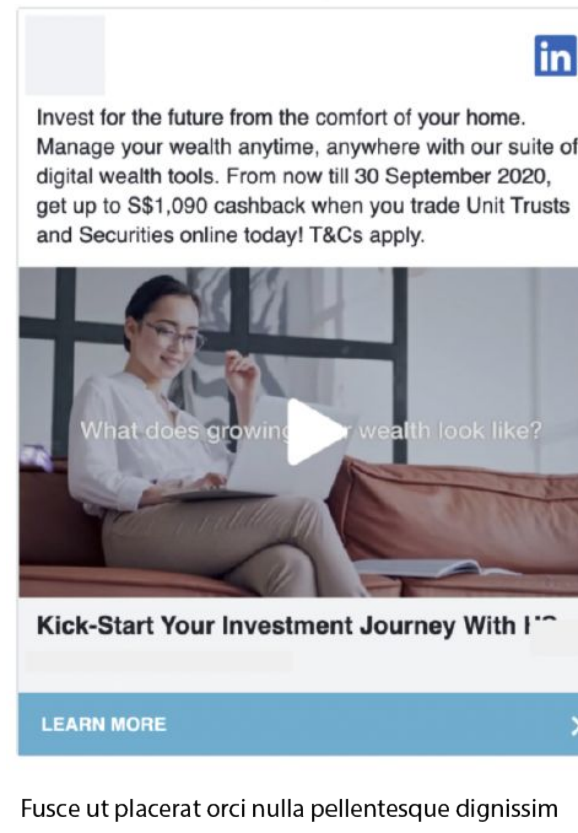
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