

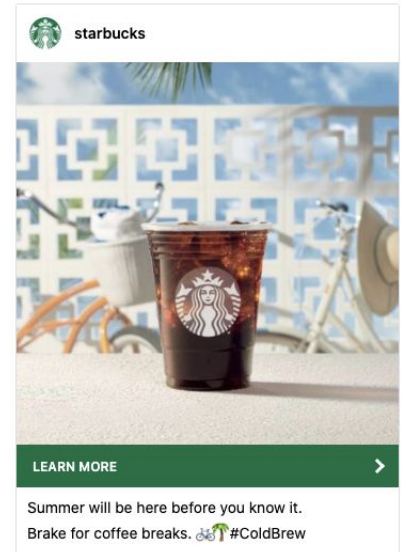
# Social Boost creative best practices

Social Boost enables brands to repurpose the same creative built for social platforms to run in display formats on the web. Visit [socialdisplay.info](https://socialdisplay.info) for examples.

## Performance campaigns

- **Format type**
  - Photo and link posts are the most effective at driving landing page visits due to large visuals and ad size
- **Social icons**
  - Hide social icons so 100% of clicks will go to the destination URL
- **Call-to-action button**
  - Customize label and color to inspire audiences
- **Measurement**
  - Add third-party impression, click trackers, and UTM tracking parameters to destination page URL to support better analysis

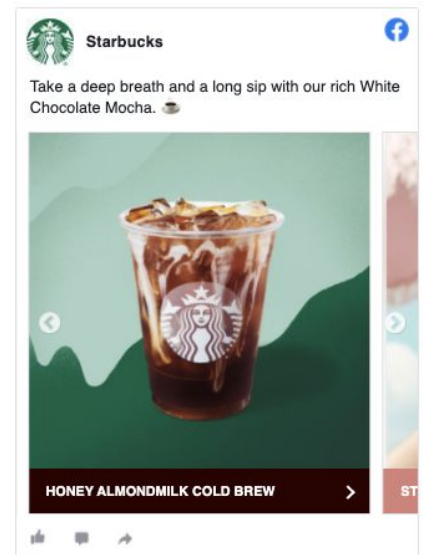
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## Engagement campaigns

- **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**
  - Focus on engagement rates versus destination page activity

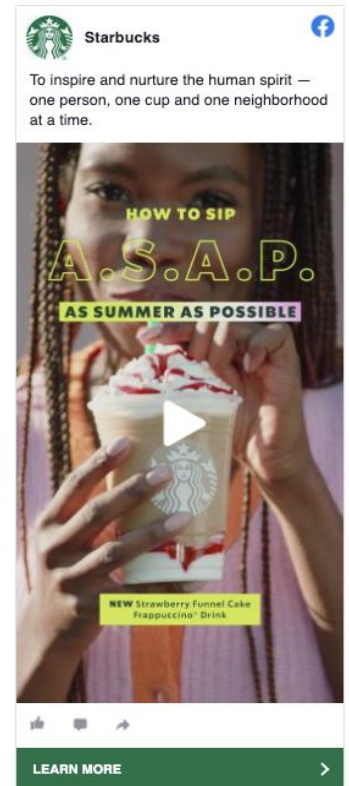
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## Awareness campaigns

- **Format type**
  - All format types are great options (photo, video, link, carousel)
  - Select creative that is visually appealing and likely to stand out
- **Social icons**
  - Keep social icons on, benefit from format familiarity
- **Call-to-action button**
  - Customize label and color to inspire audiences
- **Measurement**
  - Add third-party brand safety and viewability verification partners like MOAT, IAS, DoubleVerify

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## Influencer promotion

- **Permissions**
  - Brands will normally have permission to amplify influencer/creator content already developed together for use in paid media channels
- **Influencer handle**
  - Use the influencer's social handle in the format (as shown here) to add further credibility and encourage audience engagement
- **Drive website traffic**
  - Add a destination URL that goes to brand's landing page (which cannot be done in organic influencer promotion within social platforms)

Click to see an example

