



Case Studies

Social Extension

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.

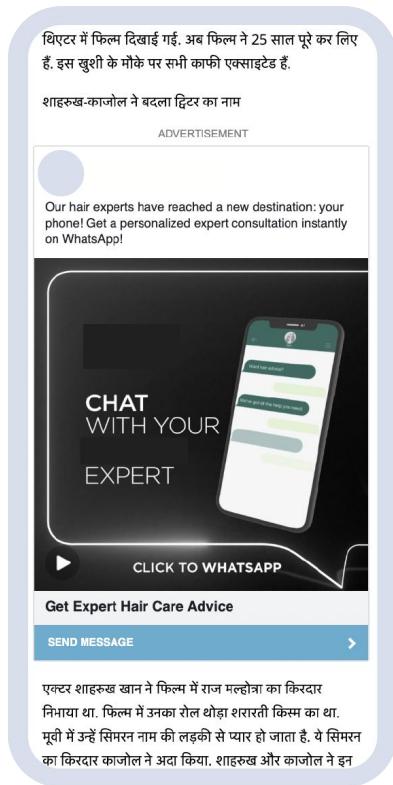
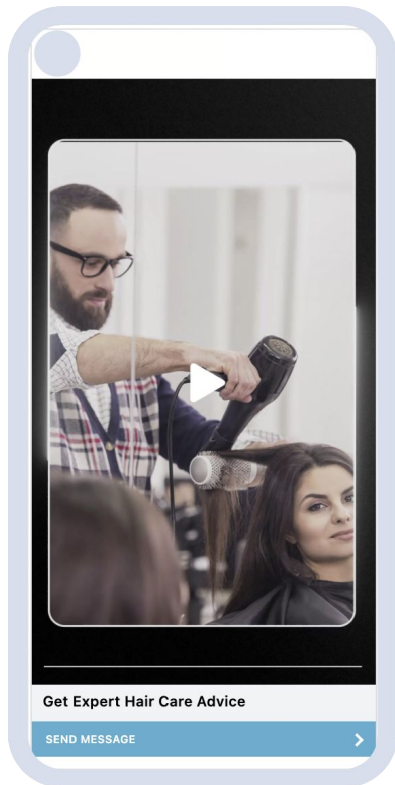
\$1.53

Avg. CPC

68%

Avg. viewability





Global Cosmetics Brand

Results that matter

Global cosmetics brand drove quality traffic to their WhatsApp business account using Social Extension. 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 Extension.

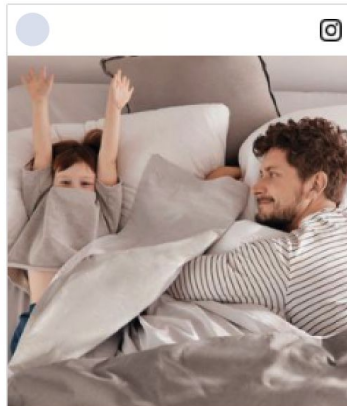
18x

More site visits
than TV-only
strategy

2x

More site visits
than TV +
standard display

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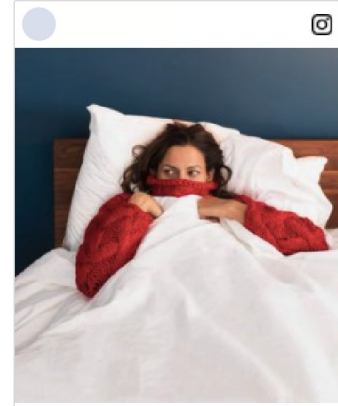


Raise your hands if you're ready for bed.

SHOP NOW

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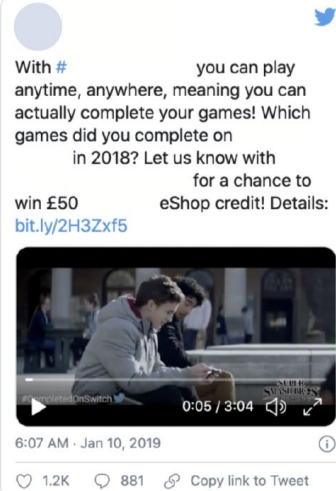


It's a great day to stay in bed. Because it's always a great day to stay in bed.

SHOP NOW

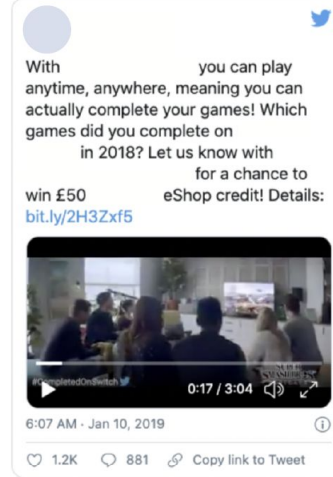
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Consumer Electronic Brand

Brand engagement

Consumer electronic brand **increased brand engagement** using Social Extension.

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 Extension.

40%

Increase in
brand awareness

16%

Increase in
likelihood of
visiting website

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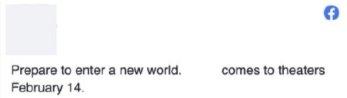
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Film Brand

Purchase intent

Film brand **increased movie ticket purchase intent** using Social Extension. By using Social Extension, 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 Extension compared to standard display.

45%

Increase in
brand awareness

34%

Increase in
website visits

43%

Increase in
social media
interactions

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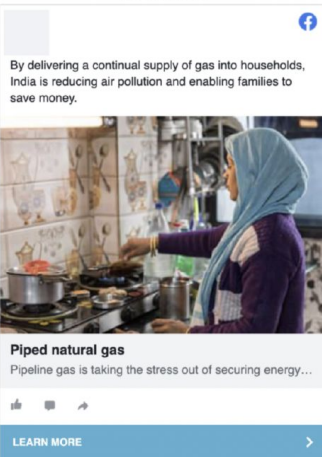
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2. Frictionless Creative

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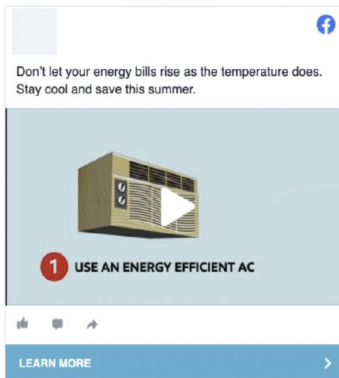


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Global Energy Brand

Frictionless creative

Global energy brand activated 115 unique creatives in the past 6 months, making Social Extension 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.

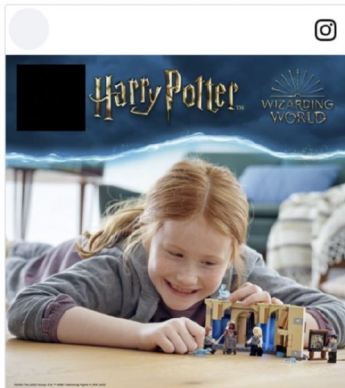
47%

Decrease in
creative
production costs

3. Channel Diversification

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ADVERTENTIE



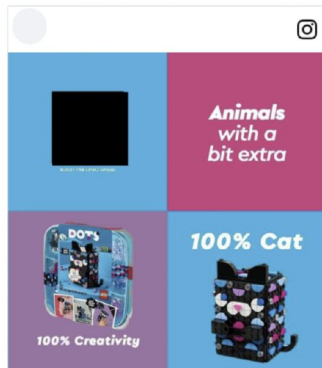
LEES MEER



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

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Let their personality shine by having them customize this secret holder.

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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 Social
Extension

42m

Ad impressions
outside of social

Global Finance Brand

Reach extension

Global finance brand drove incremental reach and quality engagement through Social Extension.

320k

New consumers

12x

Increase in
landing rate

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