

# Social Extension

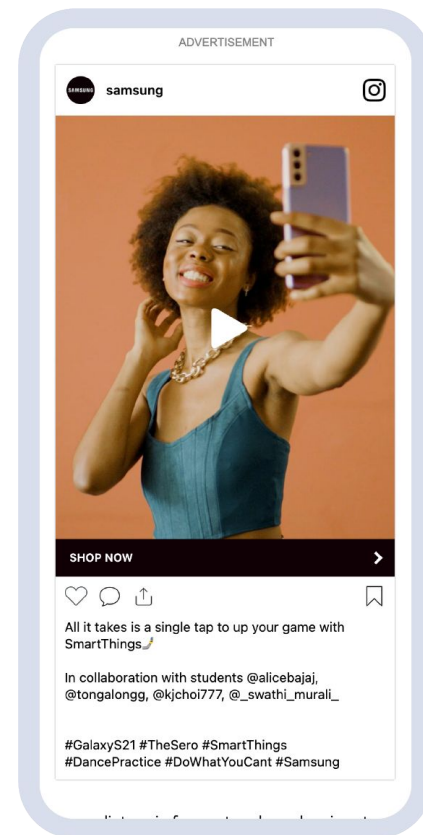
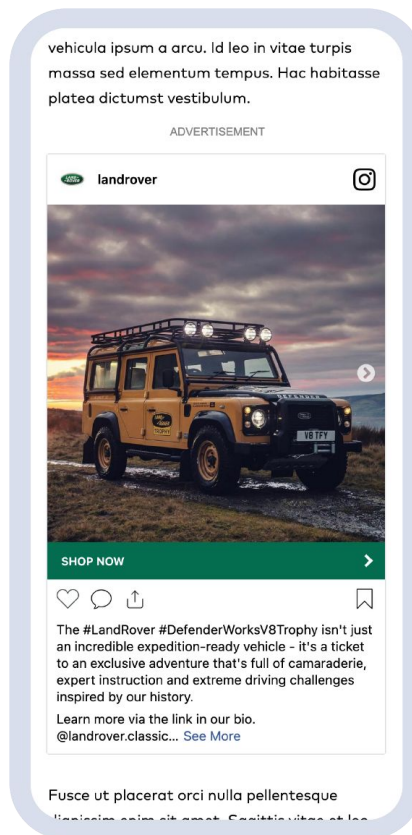
*The most effective creative from social is now available to run on the web*

Social Extension enables brands to repurpose the best creative from social to be distributed in standard display supply on the web.

## Benefits:

- 3x lift in viewability vs social fees
- 4x lift in performance vs standard display
- 2x decrease in production costs

Visit [SocialDisplay.info](https://socialdisplay.info) to see formats



## How Social Extension works



### 1. Select social creative

- Facebook, Instagram, LinkedIn, Pinterest, Snapchat, TikTok, Twitter or YouTube
- Video, photo, carousel, link post
- Paid (dark), organic or preview



### 2. Configure creative

- Provide social URL or raw assets
- Provide click-through destination URL (e.g. landing page)
- Provide click and impression trackers, 3rd party verification



### 3. Activate on the web

- Ads will appear on mobile web, mobile app and desktop
- Ads expand in 300x250, 300x600 ad inventory to render full size
- Third-party measurement support

## Social Extension works

Over 5,000 brands have adopted Social Extension in the past year globally, across every category.

Visit [SocialDisplay.works](https://socialdisplay.works) to see campaigns

amazon

AMERICAN EXPRESS

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