

Nova Gives Advertisers a Brand New Way to Showcase Travel & Tourism

A regional tourism board used Nova's innovative social carousel format to showcase unique local handmade items, driving 103k impressions and a 2.5% CTR



2.5%
CTR

1 Objective:

A regional tourism board wanted to use familiar social formats to showcase local artist and artisan wares to reinvigorate local tourism

2 Solution:

Nova's social creative platform was selected to highlight three specific pieces to share in a dynamic carousel

3 Results:

Ad engagement was proven by the social format, which drove clickthrough rates of 2.5% (over 10X higher than standard display!)

The Power of Social Display Ads



Easy to Create

Carousels can be easily built from existing social media assets



Eye Catching

Carousels are a stunning showcase in a format that users recognize and trust from social media



Effective

Carousels drive high user engagement through multiple frames leading to an ultimate click-out