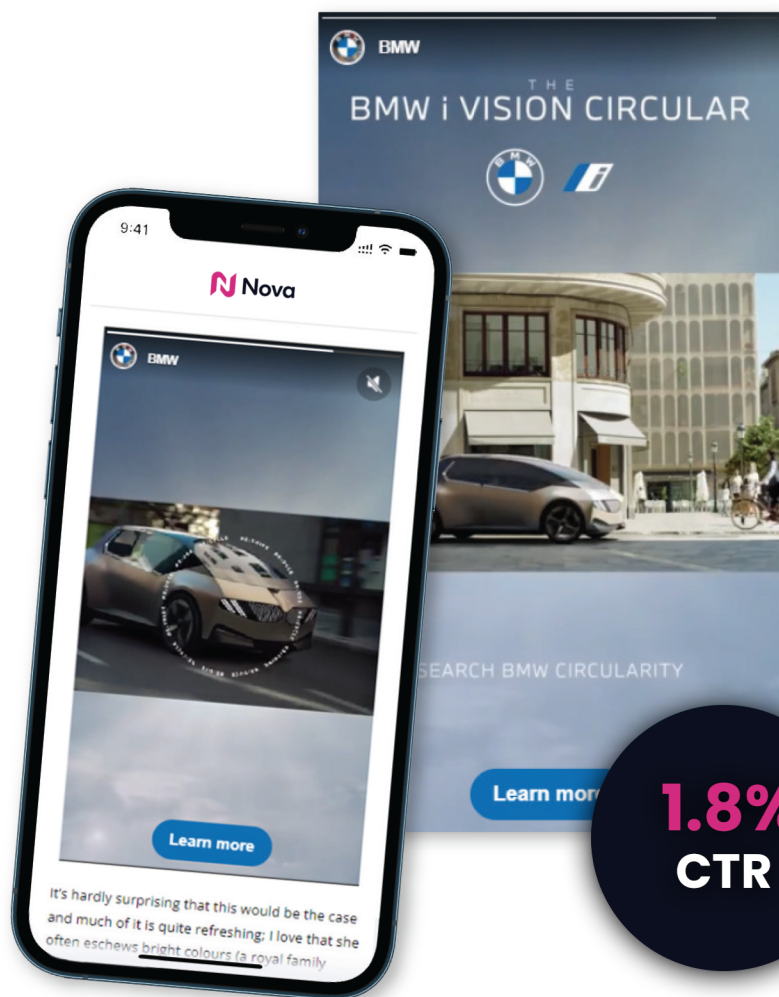


Nova Gives Advertisers a Brand New Way to Tell Their Stories

A major automotive brand used Nova's unique social stories format to showcase its latest fuel efficient vehicles, driving 80%+ completion rates and 1.8% CTR



1 Objective:

A global automotive brand wanted to use a combination of text, graphics, and video to make a powerful visual impression

2 Solution:

A Nova publisher partner worked with a major automotive brand to create four unique Stories, ranging from 5-15 seconds each

3 Results:

Ad engagement showed completion rates of **80%+** on average, with clickthrough rates of **1.8%** (more than **10X** higher than standard display!)

The Power of Stories



Easy to Create

Stories can be easily built from existing social media assets



Eye Catching

Stories are short-form cinema in a format that users recognize from social media



Effective

Stories drive strong results for both upper funnel engagement and lower funnel conversion