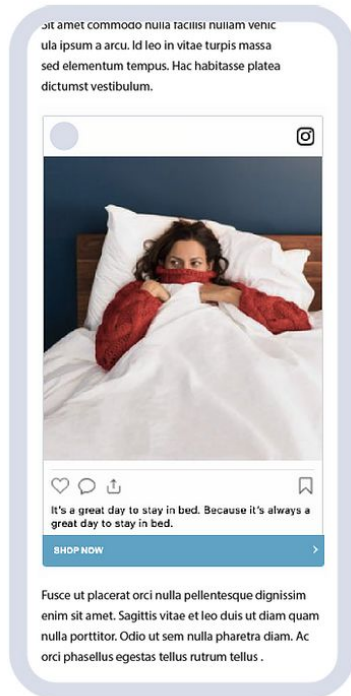


Case Study: D2C bedroom furniture brand increases direct response visits to their website using Social Display with Nova



1. Objective

This bedroom furniture brand wanted to drive more direct response visits to their website than what they were able to achieve with TV advertising alone.

2. Solution

With an already established Instagram presence, Social Display with Nova was a perfect solution. This brand used Social Display with Nova with their TV retargeting to repurpose their already-proven and readily-available social creative for display, align their strong brand messaging and creative across both TV and digital, and reach people in households that had been exposed to their TV ad with a direct response ad that would drive them to site.

3. Results

The brand saw 18x more site visits than TV-only strategy and 2x more site visits than TV + standard display.

18x

More site visits
than TV-only
strategy

2x

More site visits
than TV +
standard display

Why Social Display



Results that matter

Works up and down the funnel



Frictionless creative

Cost efficient high-impact creative



Channel diversification

Complement to social platforms