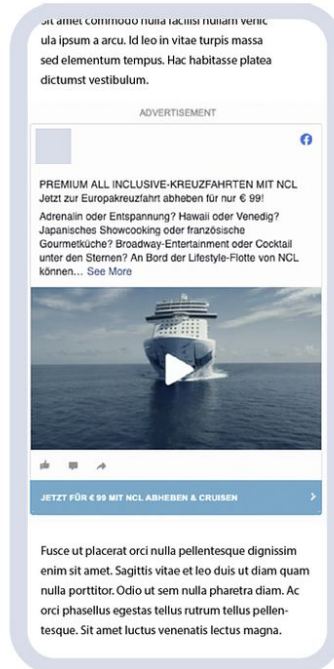


Case Study: Cruise line brand increases branding awareness using Social Display with Nova



1. Objective

This brand's objective was to increase customer's awareness in their brand.

2. Solution

The brand used Social Display with Nova to repurpose social creatives for display on the open web to gain increased brand awareness.

3. Results

The brand saw a 45% increase in brand awareness compared to standard display. Respondents were 34% more likely to engage with the brand's website and 43% more likely to interact with the brand's social media after seeing a social display ad compared to a standard display ad.

45%

Increase in brand awareness

34%

Increase in website visits

43%

Social media interactions

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