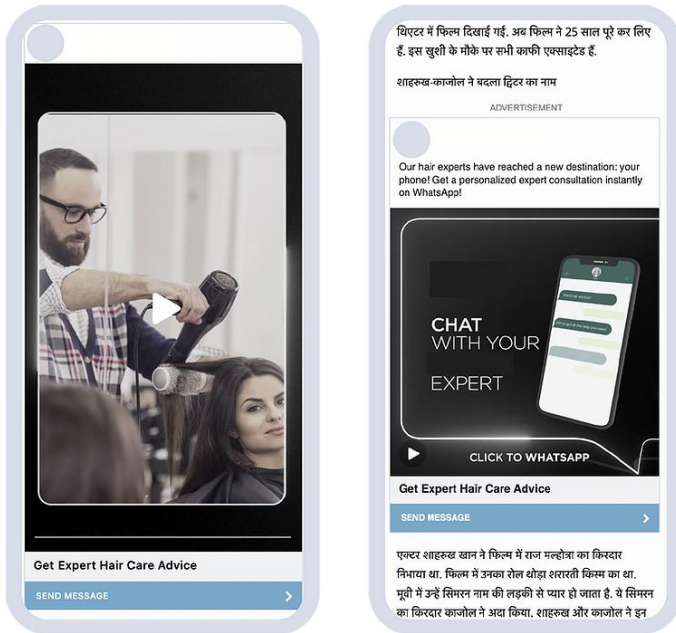


## Case Study: Global cosmetics brand drove quality traffic to their WhatsApp business account and increase brand awareness using Social Display with Nova



### 1. Objective

The global cosmetics brand's objective was to drive leads and sales through their WhatsApp business account.

### 2. Solution

By utilizing Social Display with Nova, the cosmetics brand was able to run an efficient and receptive campaign with quality traffic on their WhatsApp business account.

### 3. Results

The brand achieved strong results with 62% of users exposed to the ads being likely to consider the brand in the future. Additionally, the brand achieved an average CTR of 0.80%.

**62%**

Users likely to consider brand in future

**0.80%**

Avg. CTR

## 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