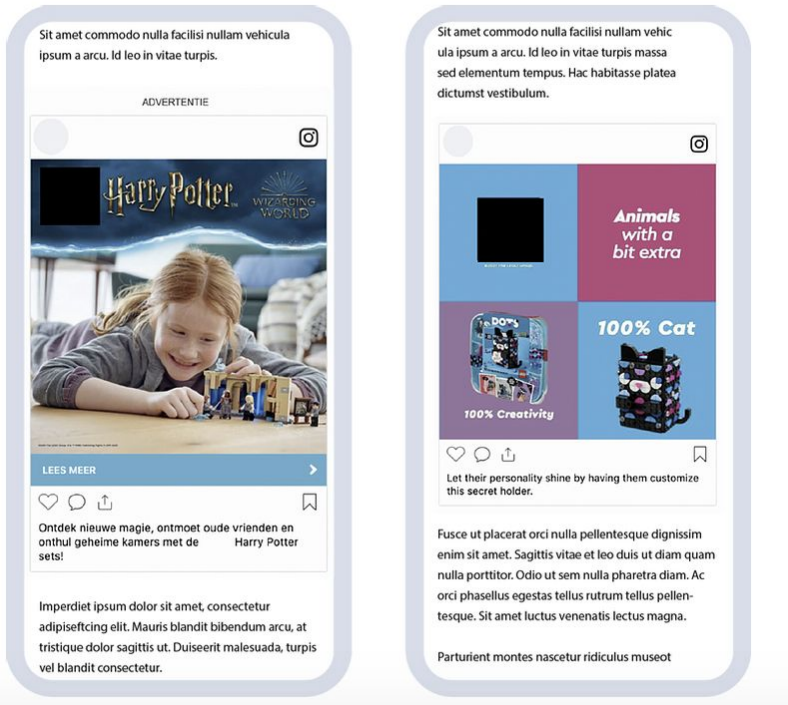


Case Study: Global retail brand shifts significant spend away from social platforms and reaches new audiences in brand safe environments



1. Objective

Inspired by the Facebook ad boycott, global retail brand wanted to shift significant spend away from social platforms to reach new audience in brand safe environments.

2. Solution

By using Social Display with Nova, the brand was able to gain 42m ad impressions outside of social, reaching new audiences.

3. Results

The brand activated Social Display with Nova in 12 countries and saw 42 million ad impressions outside of social.

12

Countries
activated
with Nova

42m

Ad Impressions
outside of
social

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