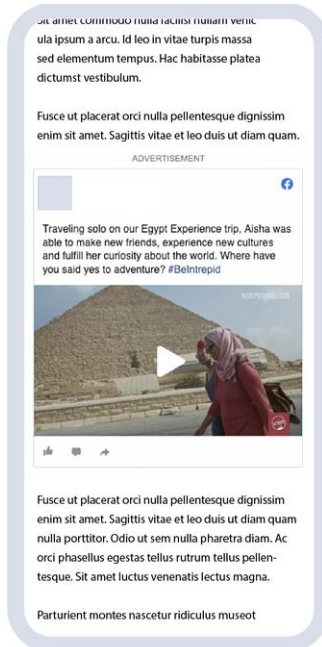
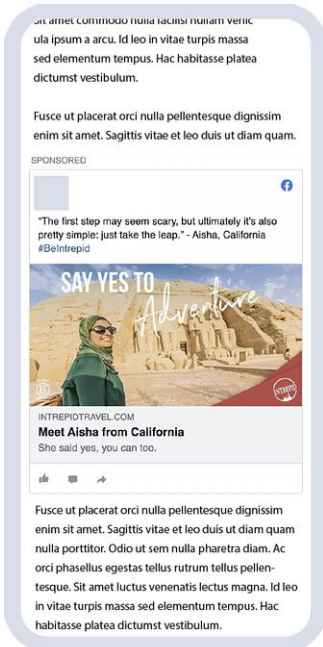


Case Study: Travel brand increases local awareness using Social Display with Nova



1. Objective

This travel brand wanted to increase brand awareness, website visits, and discussion of the brand among family and friends.

2. Solution

This travel brand used Social Display with Nova instead of standard display ads.

3. Results

The brand saw a 40% increase in brand awareness and a 16% increase in the likelihood of respondents engaging with their website.

40%

Increase in
Brand
Awareness

16%

Increase in
likelihood of
visiting website

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