

Social Display

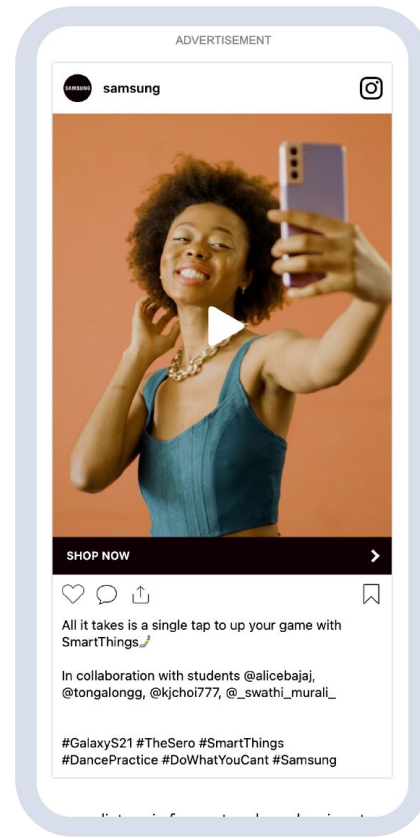
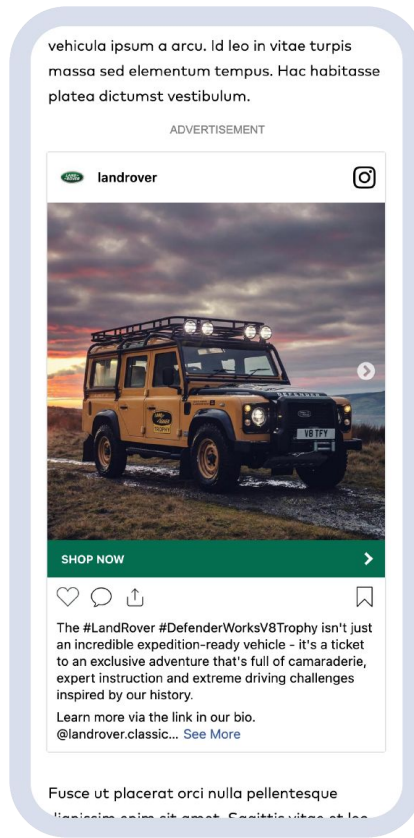
The most effective creative from social is now available to run on the web

Social Display enables brands to repurpose the best creative from social to be distributed in standard display supply on the web.

Benefits:

- 3x lift in viewability vs social fees
- 4x lift in performance vs standard display
- 2x decrease in production costs

Visit [SocialDisplay.info](https://socialdisplay.info) to see formats



How Social Display works



1. Select social creative

- Facebook, Instagram, LinkedIn, Pinterest, Snapchat, TikTok, Twitter or YouTube
- Video, photo, carousel, link post
- Paid (dark), organic or preview



2. Configure creative

- Provide social URL or raw assets
- Provide click-through destination URL (e.g. landing page)
- Provide click and impression trackers, 3rd party verification



3. Activate on the web

- Ads will appear on mobile web, mobile app and desktop
- Ads expand in 300x250, 300x600 ad inventory to render full size
- Third-party measurement support

Social Display works

Over 5,000 brands have adopted Social Display in the past year globally, across every category.

Visit [SocialDisplay.works](https://socialdisplay.works) to see campaigns

