

**Case Study:** Major global rideshare and food delivery brand reduced the cost-per-click compared with both standard display and paid social by using Social Display with Nova



**1. Objective**

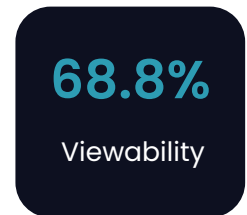
The rideshare and food delivery brand's objective was to extend their campaign reach and increase performance.

**2. Solution**

The brand used Nova's technology to take existing social assets from Facebook and Instagram and run them as ads across mobile web, app, and desktop across the open exchange.

**3. Results**

The brand achieved an average CPC of \$1.53 and viewability of 68.8%.



**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