

IT'S A SOCIAL MEDIA POST! IT'S A DISPLAY AD! IT'S... SOCIAL DISPLAY!



What is Social Display?

Social Display advertising uses recreations of organic social media posts to be served in a digital display network.

What Gives Social Display Its Strength?

Because Social Display ads maintain the look and feel of the original social post, they elicit a greater response from an engaged, interconnected audience.

Improves ad performance by up to 5x that of traditional display advertising

Expands your social engagement beyond your follower base

Provides a more interactive, engaging user experience than with traditional display advertising

Social Display Offers These Superpowers:

Leverages expansive audience targeting, including specific households

Keeps your brand top of mind as consumers move about the web

Easier to implement than traditional banner ads — no creative assets needed!

YOUR CAMPAIGNS WILL SOAR WITH SOCIAL DISPLAY

Adding Social Display to your Digital Marketing and Direct Mail efforts increases overall campaign response and leads to a more unified online presence.

Make your Marketing Campaigns Invincible with Social Display by:

- Developing awareness of new consumer goods
- Boosting holiday and seasonal promotions
- Adding an interactive touchpoint to direct response campaigns
- Building hype for sports events and entertainment
- Extending influencer marketing initiatives
- Engaging voters during election campaigns

What's the Power Behind Social Display?

Your organic social media post will be served as a display ad to consumers as they move about the web. It will feature real-time user engagement stats and will encourage consumers to click, like, and comment.



Agencies and Reseller Partners:

Add Superpowers to your Direct Marketing Campaigns

Become your client's hero with improved response rates and increased return on investment.

Easily build location-based audiences for a variety of use cases across multiple segments.

Prove the impact of your campaigns with enhanced reporting and analytics.

Talk to a digital expert to learn more

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