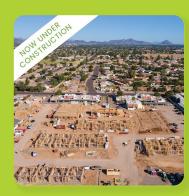


## **CLIENTS:**



**Granville Apts** 



59 Evergreen



**The Battery** 

**Timeline:** 3 Months and 6 Months Budget: \$500 Ad Spend

## Tools Used:

Facebook & Instagram Website Traffic Static Ads Website Traffic Collection Ads

## **Snapshot:**

We compared data from 3 client ad accounts in different regions over a 3-month and 6-month time period to compare the metrics between single-image static ad creative and collection ad creative. Based on our data, collection ads outperformed static ads by over 50% in Click-through-rate and by an average of over 8,000 total clicks.

**★** 

