

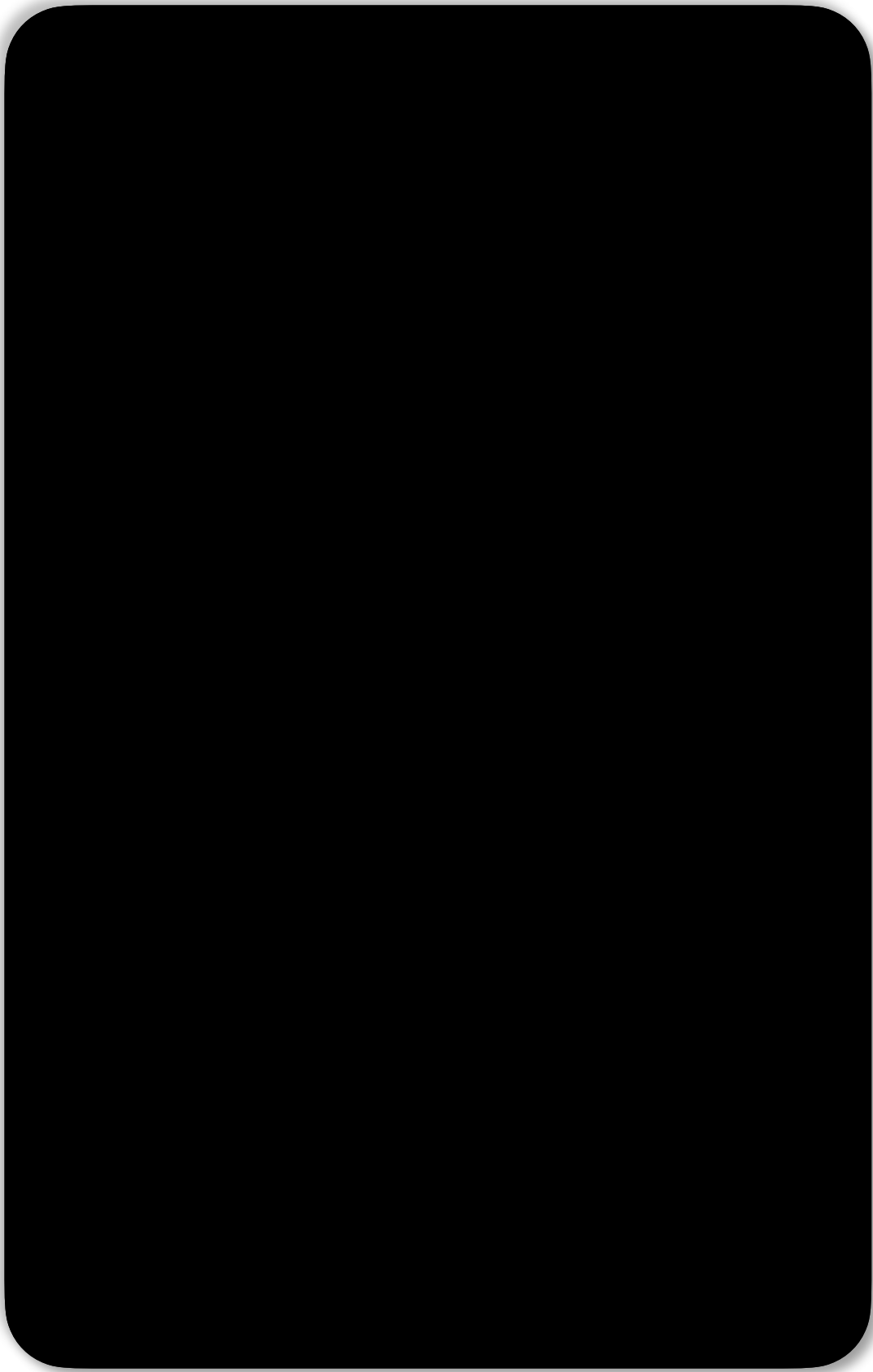


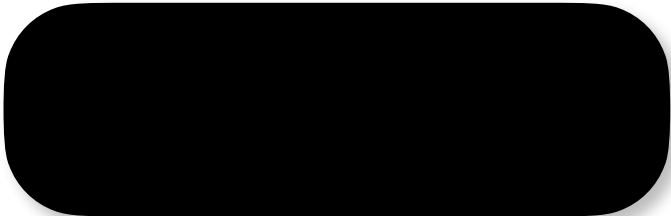
Interactivity improves campaign performance



ekalediido

Every \$ spent on interactive ads yields higher ROI than that on display & video ads





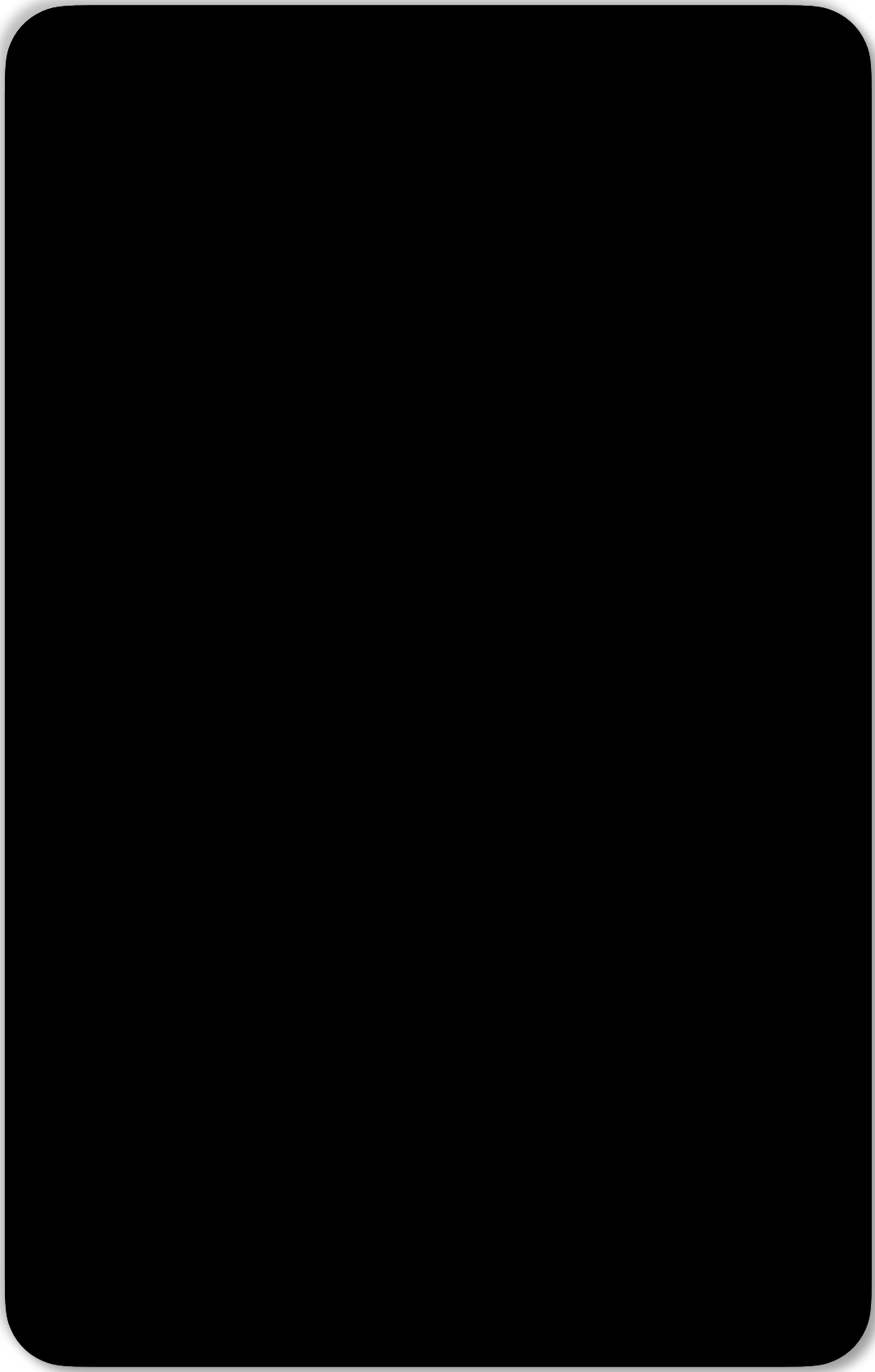
47%

Increase in time  
spent on  
interactive  
creatives









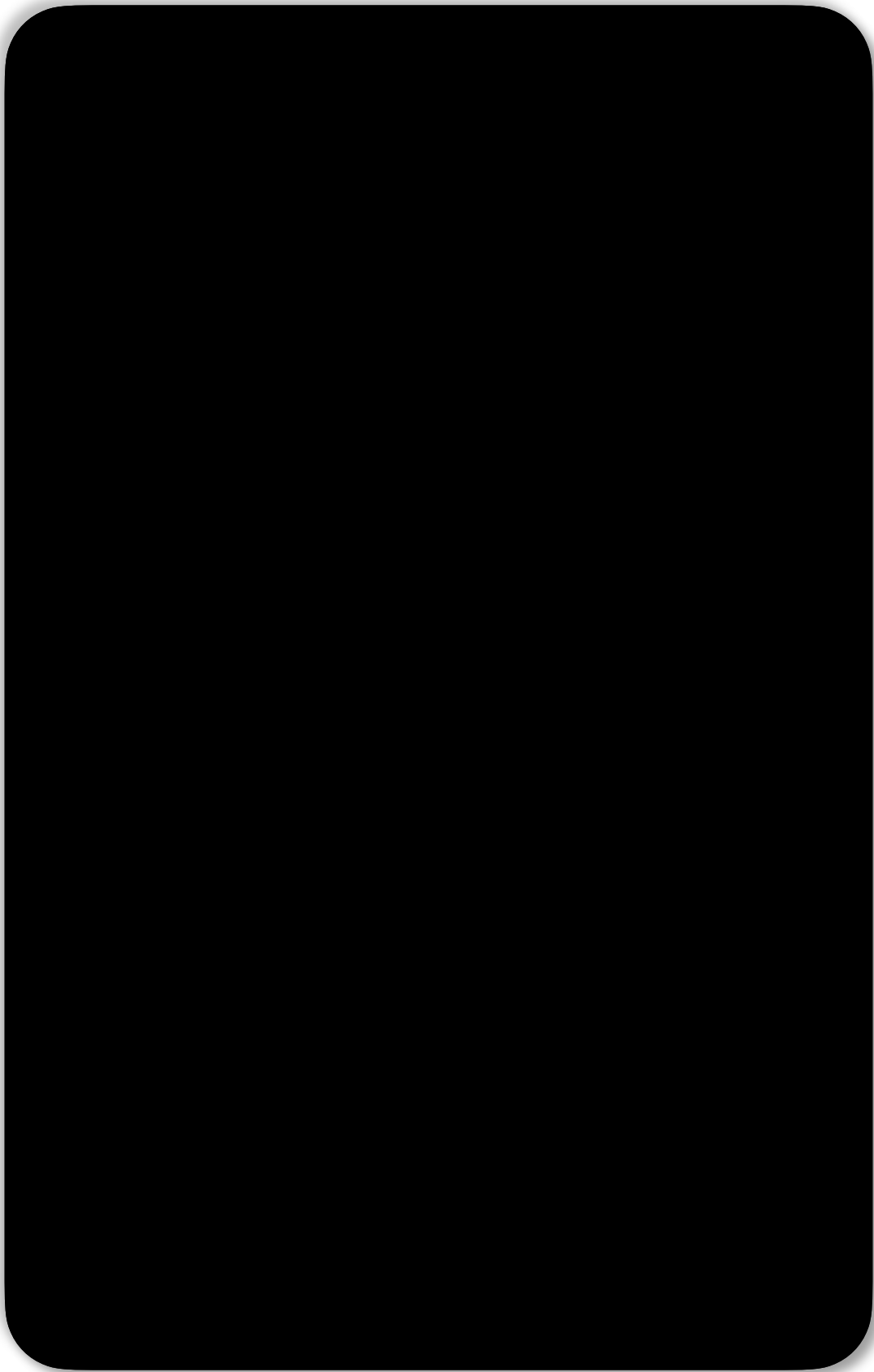
9x

Higher purchase  
intent by viewers





BUY

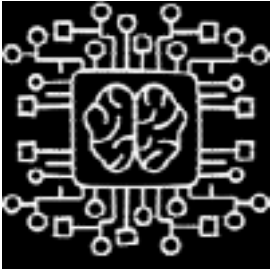




32%

Interactive  
content is more  
memorable than  
linear content







# Interactivity improves campaign performance

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Every \$ spent on interactive ads **yields higher ROI** than that on linear display & video ads

Audience  
Retention



**47%**

Increase in time  
spent on  
interactive  
creatives

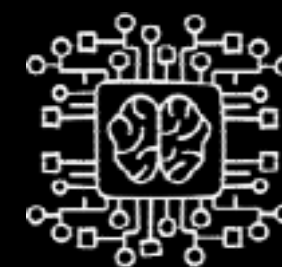
Improved  
Conversions



**9X**

Higher purchase  
intent by viewers

Brand Awareness &  
Recall



**32%**

Interactive  
content is more  
memorable than  
linear content

# Unique brand stories & Personalised viewer journeys

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Interactive content helps create **customised viewer journeys** for your target audience.  
We have so many interactive options for you...



Product Descriptions



Shoppable experiences



Offers & Campaigns



Customer education/  
Interactive FAQs

and more...

Mobile user actions available:

**Tap** | **Swipe** | **Rotate** | **Shake** | **Scratch** | **Audio Command**

