Social Creative Extension

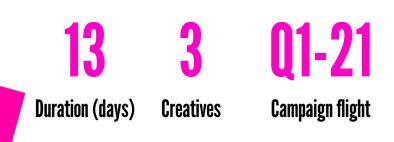
Adoption Highlights



Proprietary and Confidential



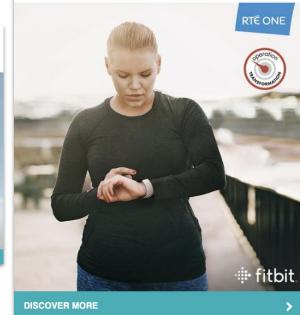
- Objective: Branding
- Creative Source(s): Facebook
- Creative Format(s): Photo
- Market: United Kingdom







Get more out of this year with Fitbit, the Proud Partner of Operation Transformation.





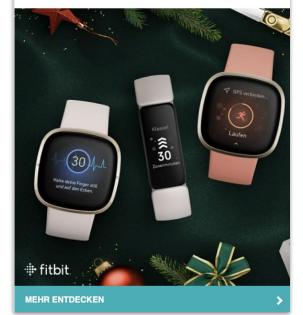
Fitbit

Campaign highlights

- Objective: Performance
- Creative Source(s): Facebook
- Creative Format(s): Photo
- Market: Europe

304Q4-20Duration (days)CreativesCampaign flight

▲ Schenke mit einer Fitbit Gesundheit zu Weihnachten. Entdecke die fittesten Geschenke des Jahres.



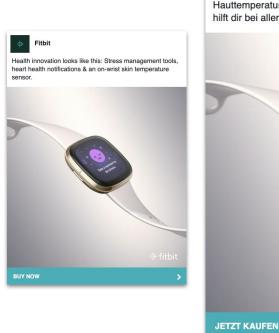






- Objective: Branding
- Creative Source(s): Facebook
- Creative Format(s): Photo
- Market: Europe







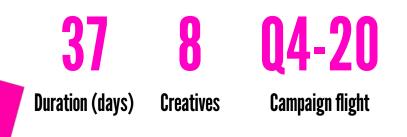
Stress bewältigen, Herzgesundheit überwachen, Hauttemperatur tracken: Diese fortschrittliche Smartwatch hilft dir bei allem.

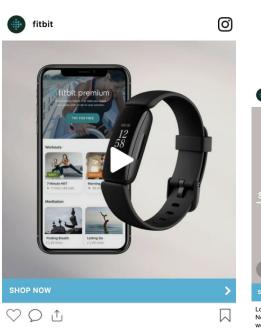






- Objective: Branding
- Creative Source(s): Facebook, Instagram
- Creative Format(s): Video, Photo, Carousel
- Market: United States





A L L N E W #FitbitInspire2 - Let this simple heart rate tracker inspire you to make a healthy change. With a free year of personal guidance from Premium for new Fitbit Premium users, it's the perfect move toward a healthier you.



Lose track of your charger. Keep tracking your effort. New #Inspire2 has a 10-day battery so it keeps up all week & then some.



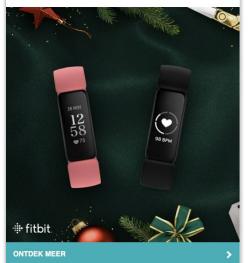


- Objective: Performance
- Creative Source(s): Facebook
- Creative Format(s): Photo
- Market: Netherlands



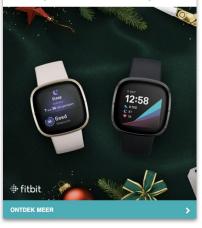


Fitbit Inspire 2: zet de stap naar een gezonder leven deze feestdagen



Fitbit

Ontdek onze meest geavanceerde health watch Fitbit Sense, het gezondste cadeau voor de feestdagen





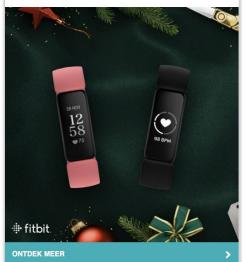


- Objective: Engagement
- Creative Source(s): Facebook
- Creative Format(s): Video
- Market: Australia

142Q2-20Duration (days)CreativesCampaign flight



Fitbit Inspire 2: zet de stap naar een gezonder leven deze feestdagen



Fitbit

Ontdek onze meest geavanceerde health watch Fitbit Sense, het gezondste cadeau voor de feestdagen





Thank You.



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