

Social Creative Extension

Adoption Highlights



Proprietary and Confidential

Fitbit

Campaign highlights

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

13

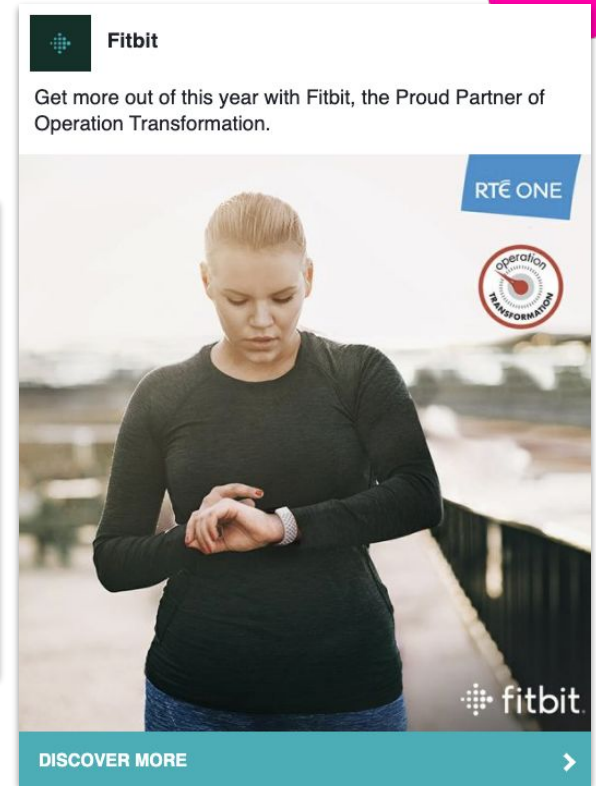
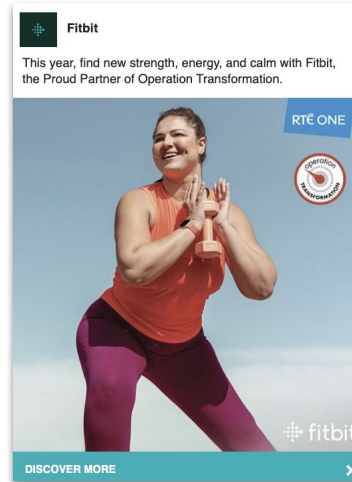
Duration (days)

3

Creatives

Q1-21

Campaign flight



Fitbit

Campaign highlights

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

30

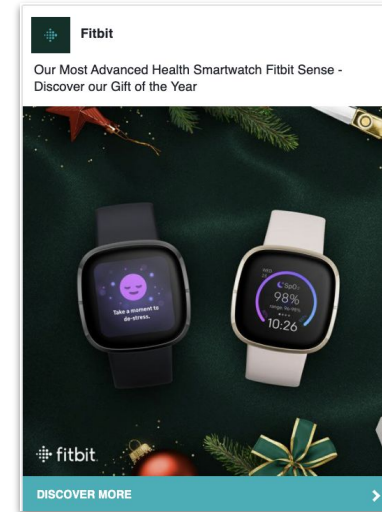
Duration (days)

4

Creatives

Q4-20

Campaign flight



Fitbit

Campaign highlights

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

22

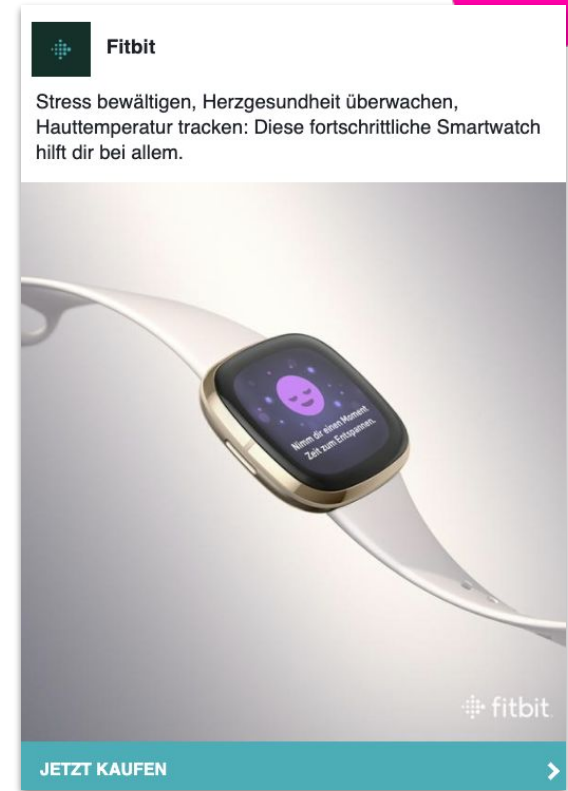
Duration (days)

4

Creatives

Q4-20

Campaign flight



Fitbit

Campaign highlights

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

37

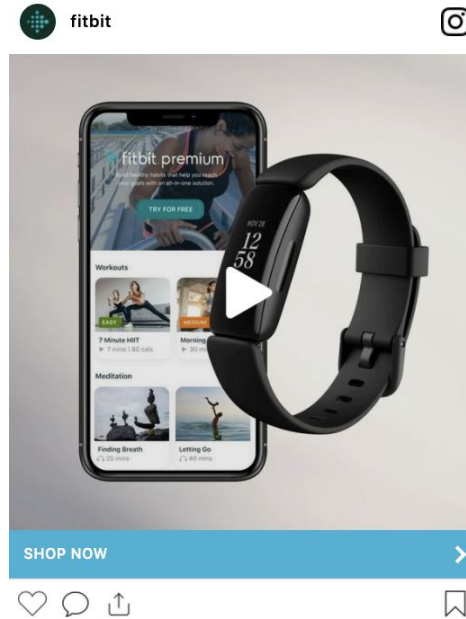
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8

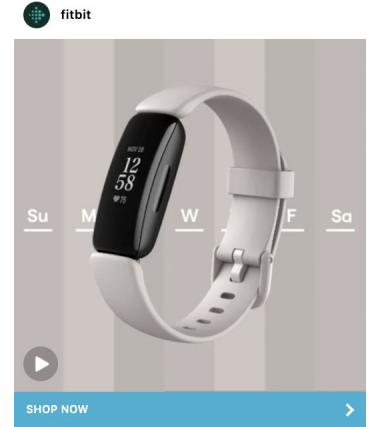
Creatives

Q4-20

Campaign flight



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.

Fitbit

Campaign highlights

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

17

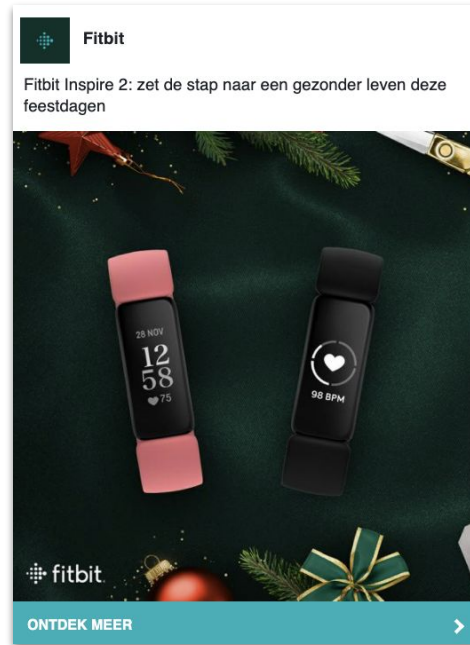
Duration (days)

3

Creatives

Q4-20

Campaign flight



Fitbit

Campaign highlights

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

14

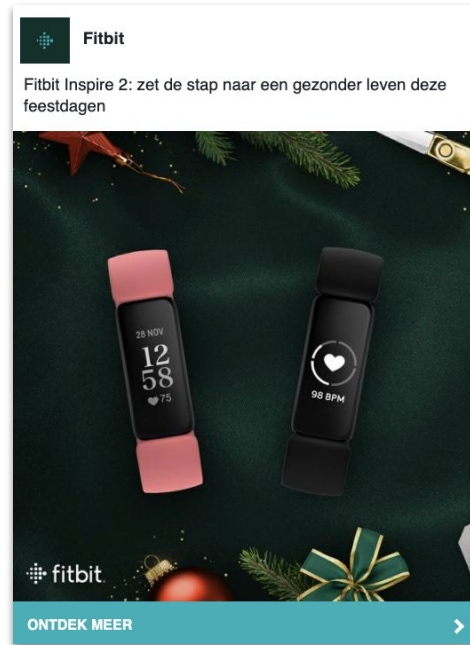
Duration (days)

2

Creatives

Q2-20

Campaign flight



Thank You.

KIN ESSO

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