

Social Creative Extension

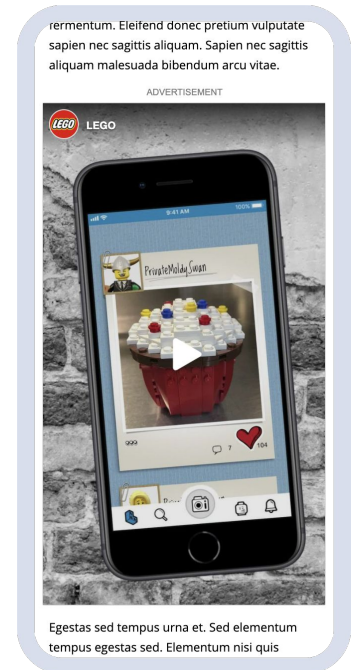
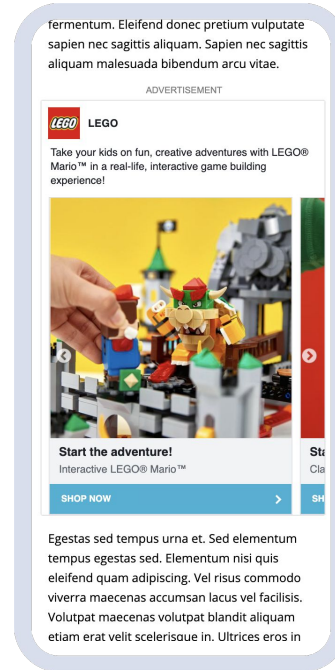
Introduction

Social Creative Extension

Repurpose any social creative to run at scale on the open web in display and video formats



Visit socialdisplay.info to see examples



Benefits

Addressable activation

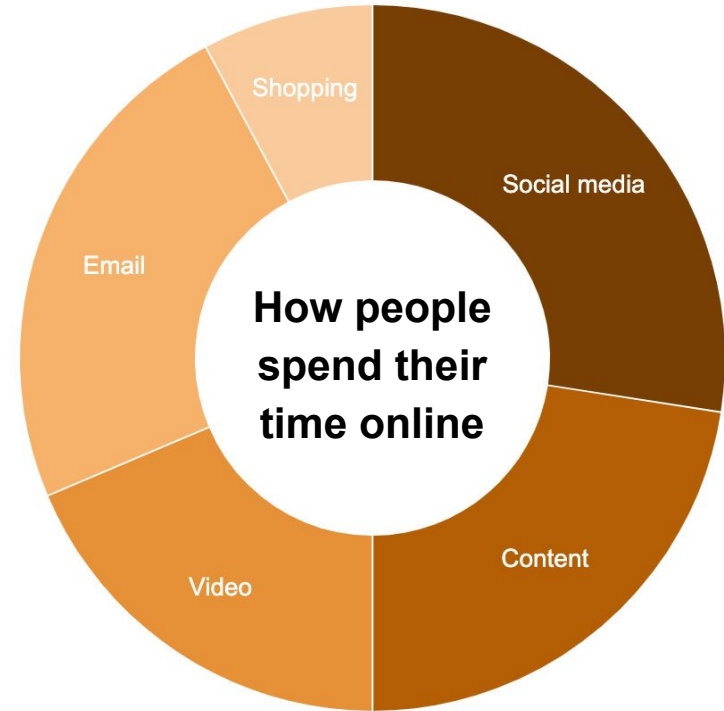
Reach audiences across more channels

- Extend reach beyond the walled gardens
- Activate audience data to reach customers

72%

Time spent online outside of social media

The majority of time spent online is outside of social media platforms, giving more opportunities to connect with people



Increase viewability

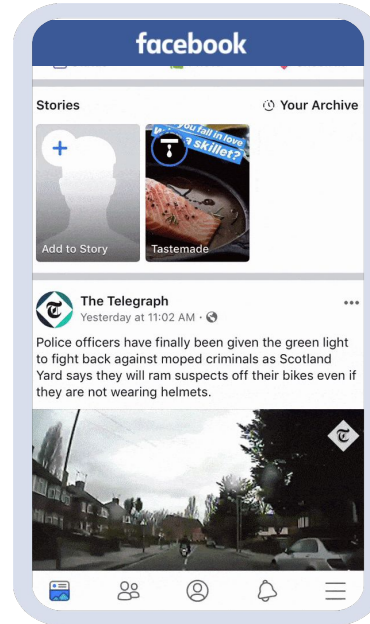
Feed fatigue is real

- User scroll speed has accelerated in social feeds
- Audiences are more engaged with web content

3.1x

Increase in viewability

Clients have reported viewability of 67% and in-view attention time of 9 seconds, over 3x higher than social feeds when using Social Creative Extension on the web



Brand safety and trust

Trusted measurement

- Manage and control brand safety
- 3rd-party measurement and verification support

3.3 billion

Content pieces removed from social in 2020

80% of content removed was either spam, explicit content or hate speech, with Facebook alone needing 35,000 people to try to monitor its platform for harmful content



flashtalking“”

Jivox

Sizmek™

MOAT

IAS Integral Ad Science

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KANTAR

Lower production costs

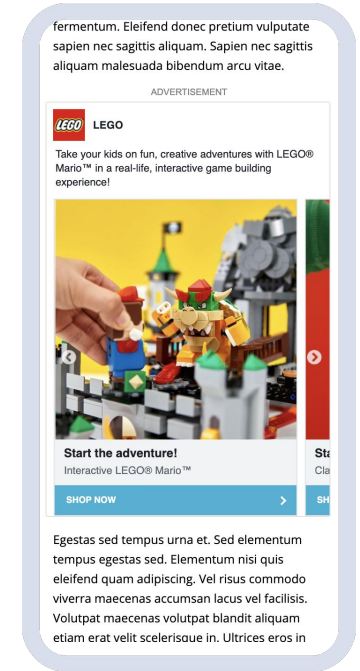
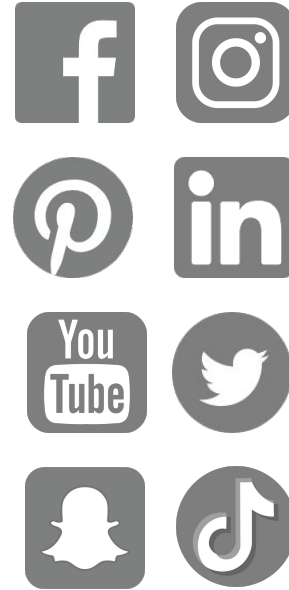
Build once, run everywhere

- No new production costs or approvals needed
- Avoid delays when display creative is not ready

47%

Decrease in creative production costs

Clients have reported from repurposing social creative for the web compared with building new web creative



Case Studies

Brand awareness

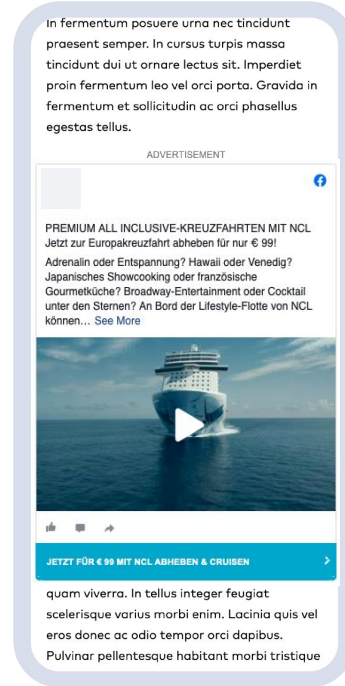
Global cruise line brand **increased brand awareness significantly** when compared to the same creative running in social media feeds, and compared to standard display creative.

45%

Increase in brand awareness relative to paid social

34%

Increased in website visits compared to standard display



Increased viewability

A global hot sauce brand saw **12 seconds of average attention time** compared to only 4 seconds for the same creatives running on social feeds. The average **viewability on the open web was 77%** compared to only 25% on social feeds.

3.1x

Increase in viewability
vs Facebook

3.0x

Increase in attention
time vs Facebook



Better cost-per-click

Major global rideshare and food delivery brand was able to **reduce the cost-per-click** compared with both standard display and paid social by using social creative in display inventory on the web.

\$1.53

Average cost-per-click

68%

Average viewability



Frictionless creative

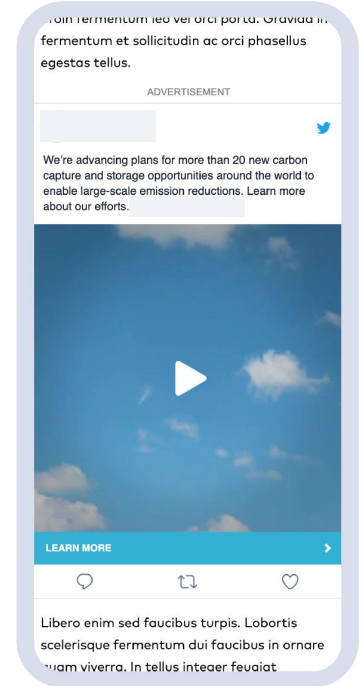
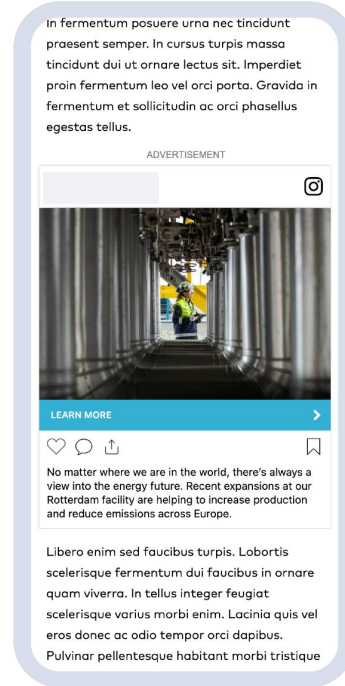
Global energy brand activated **115 unique creatives in less than 6 months**. The ease to repurpose existing social creatives resulted in a reduction in production costs and an increase in creative diversity for the web, which further improved web creative performance.

115

Unique creatives repurposed in 6 months

150m

Increased ad volume beyond social media



Resources

Campaign Showcase

Campaign showcase of hundreds of Matterkind client campaigns in every vertical

kinesso.works



KINESSO Social Creative Extension Showcase


























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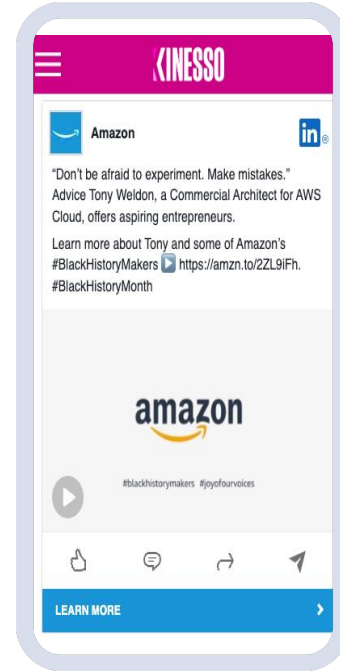
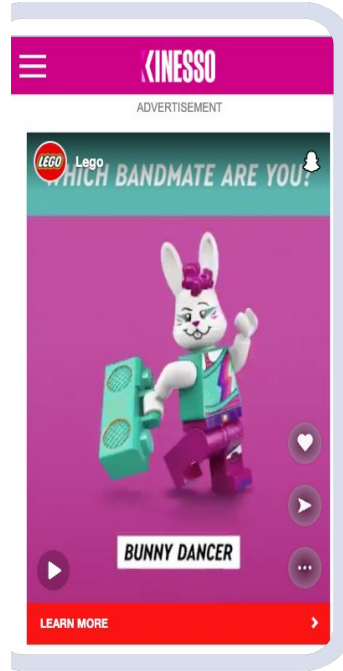
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Social Creative Extension

Formats

Examples of all supported creative formats

socialdisplay.info



Instant Mockup

**Generate a mockup in
under 30 seconds**

kinesso.live

Instructions

1. Copy the web URL for any Facebook, Instagram or Twitter post, like this one: [instagram.com/p/CO5dmxCpS7-/](https://www.instagram.com/p/CO5dmxCpS7-/)
2. Open kinesso.live in your browser and paste the social URL
3. Take a deep breath, and click View Demo once it is ready



Thank You