

# Social Creative Extension

Adoption Highlights



Proprietary and Confidential

# Spotify

## Campaign highlights

- Objective: Engagement
- Creative Source(s): Instagram
- Creative Format(s): Video
- Market: Denmark

8

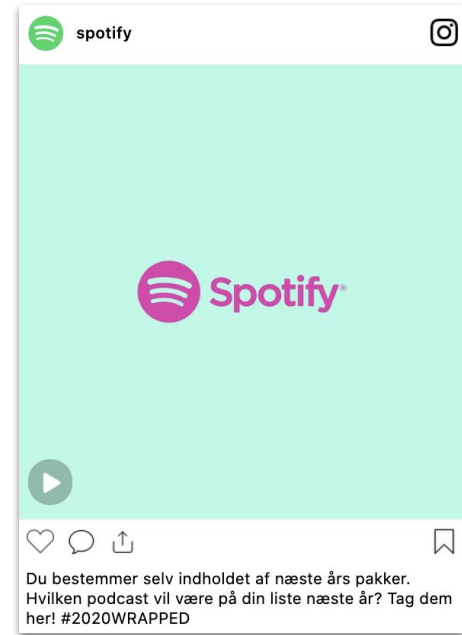
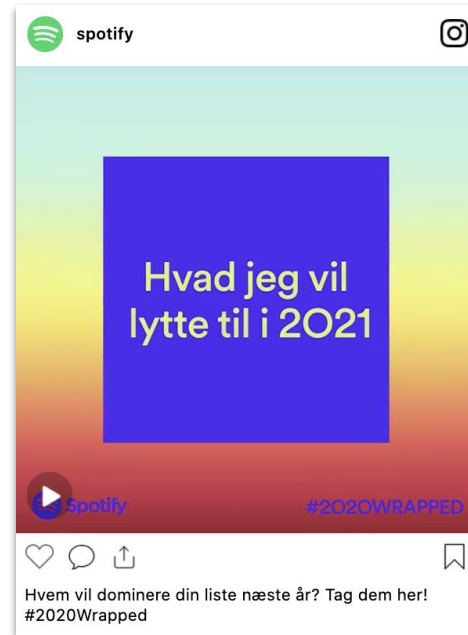
Duration (days)

2

Creatives

Q4-20

Campaign flight



# Spotify

## Campaign highlights

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

25

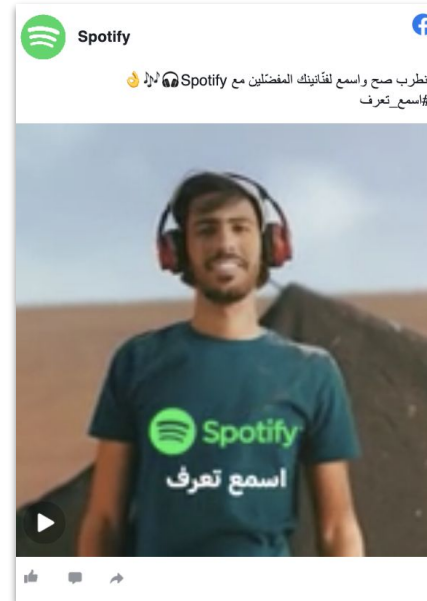
Duration (days)

15

Creatives

Q3-20

Campaign flight



# Spotify

## Campaign highlights

- Objective: Performance
- Creative Source(s): Facebook
- Creative Format(s): Video
- Market: Canada

35

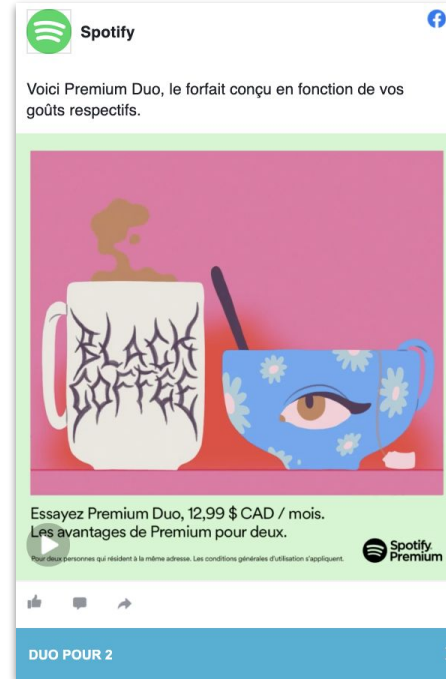
Duration (days)

64

Creatives

Q3-20

Campaign flight



# Spotify

## Campaign highlights

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

25

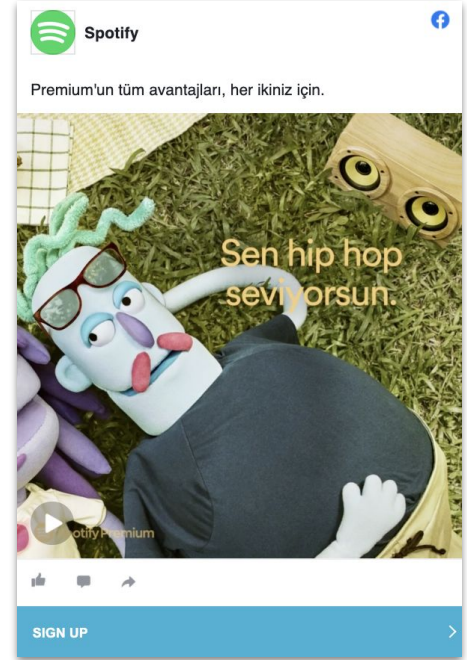
Duration (days)

7

Creatives

Q3-20

Campaign flight



# Spotify

## Campaign highlights

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

6

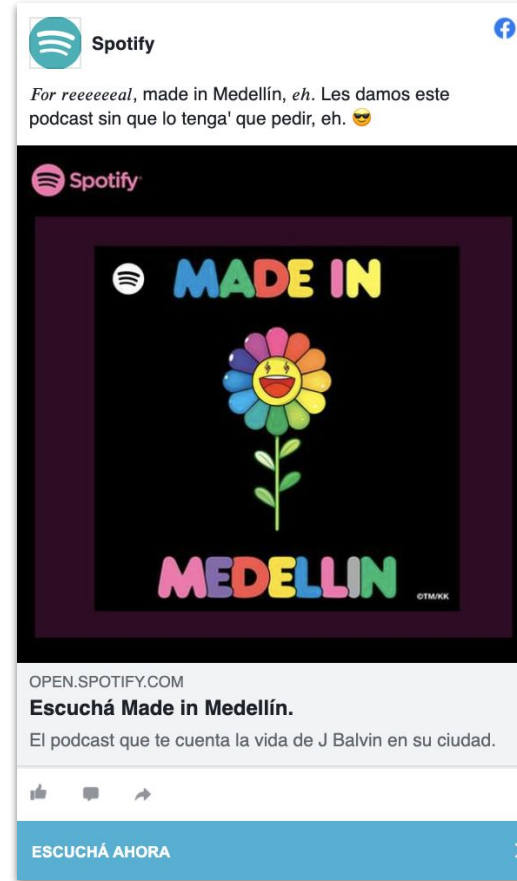
Duration (days)

4

Creatives

Q2-20

Campaign flight



**Thank You.**

**KINNESSO**

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