



## Case Study



Breyers Ice Cream partnered with Monumetric to distribute a sponsored post that would engage consumers on premium food content sites.

## APPROACH

Monumetric generated a strategic companion ad takeover strategy in conjunction with a sponsored post campaign to drive sales of the new Breyers gelato. To entice buyer engagement, Monumetric crafted a custom ad placement strategy to compliment the sponsored posts.



**Ad Size Optimization**



**1 Million Impressions**



**Ad Takeover Strategy**

## RESULTS

✓ **100%  
Fulfillment**

✓ **.93%  
CTR**

✓ **Audience  
Extension**

## TAKEAWAY

Monumetric's companion ad takeover and sponsored post campaign grew purchase intent and brand awareness for Breyers. Through creative optimization Monumetric was able to drive CTR above industry averages and client expectations.



To generate new store location awareness, Subway joined forces with Monumetric to run a geo specific campaign to reach over 60 + US zipcodes as well as 6 Canadian provinces.

## APPROACH

By utilizing intelligent campaign data, Monumetric optimized the campaign spend to the top performing ad sizes, creatives, and devices.



Ad Size Optimization



100 Million Impressions



Geo Targeted Campaigns



3rd Party Verification

## RESULTS

✓ 100%  
Fulfillment

✓ 10  
Creative  
Iterations

✓ 2x  
Campaign  
Extension

## TAKEAWAY

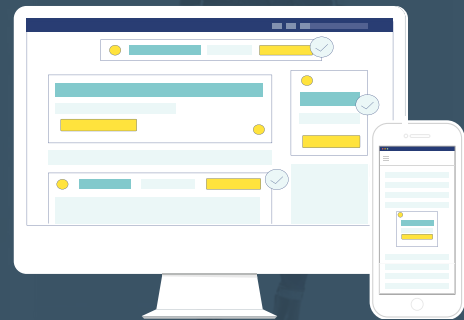
Through direct geo targeting and creative optimization, Subway's new store opening campaign was so successful it was extended twice. Monumetric's Subway ad campaign built audience awareness for both the brand and the new store locations as well as increased purchase intent among a new and current audience.



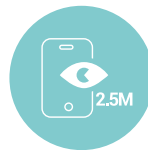
Levi's collaborated with Monumetric on a performance campaign to drive sales of the Levi's 711 Womens Jeans. The strategy was to run blended campaign of direct and programmatic display alongside branded content.

## APPROACH

Monumetric executed a road block display campaign to compliment branded content. Over the duration of the campaign Monumetric ran display ads through both direct and programmatic technology.



Ad Size Optimization



2.5 Million Impressions



Mix of Direct and  
Programmatic Advertisement

## RESULTS

✓ 100%  
Fulfillment

✓ .081%  
CTR

✓ 2.5-4  
Million  
Impressions

## TAKEAWAY

Through a strategic mix of carefully crafted branded content and an efficient complimentary display campaign Monumetric beat Levi's projected performance by 60% while positively influencing brand perception.



A woman with long dark hair and glasses is sitting at a desk, working on a laptop. She is holding a white mug in her left hand. The background is a blurred office setting. Overlaid on the image are numerous colorful, thick, curved lines in shades of blue, green, and purple, creating a dynamic, abstract pattern. The text 'Reach Your Target Audience at Scale' is centered in a large, white, sans-serif font.

# Reach Your Target Audience at Scale

@monumetric