

Advanced Creative Solutions: Social Display Ads

FiveStones



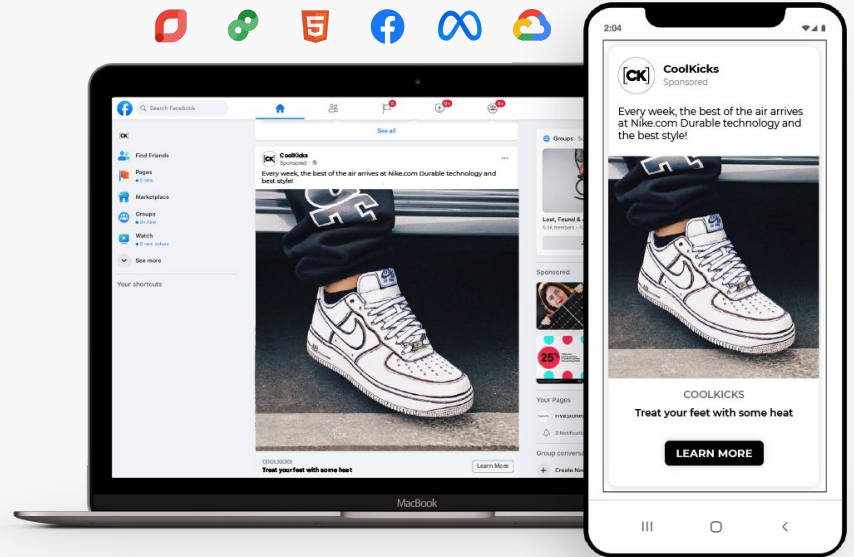
Social Display Ads

Social to Display ads (SDA) are social media posts that have been repurposed for banner placements.

By reconfiguring popular social posts, brands can **extend cross-channel reach**, and **eliminate the monetary and time investment** required to produce new ad creatives for a different channel.

Who needs this?

- Marketers who'd like to take advantage of popular social media posts by extending reach to a different medium
- Marketers who are using both programmatic and social media as part of their media mix



Watch intro video [here](#)

*What's included?

- Creative Production
 - Development of creatives based on an existing creative template from a social post
- Setting up of Meta App for API Queries
 - Setting up of Meta account permissions & access tokens based on provided guidelines from FiveStones
 - Development of necessary API queries from Meta account
- Development of Social Display feed
 - Creation of advanced Google Studio feed in Google sheets with advanced Apps Script API Request Logic
- Solutions included:
 - Google Studio, Campaign Manager 360, Google Cloud
- Total of 16.5 working hours, including project management between end-client and our customer solutions team

Why FiveStones?

- Experienced Google Marketing Platform, media and creative experts to develop a best in class solution
- We use comprehensive frameworks to help improve efficiency and achieve data-driven solutions
- We use proprietary toolkits to accurately and efficiently achieve business goals

How can I get started?

To get started with advanced creative solutions from FiveStones, please email us at info@fivestones.net. To learn more about the benefits of social display ads, read our blog post [here](#).

**Subject to a final scope and brief being prepared*