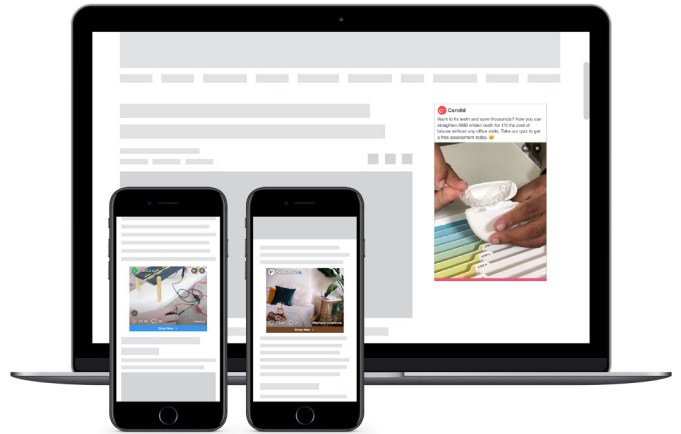


## 33ACROSS & SPACEBACK

# QUALITY DISPLAY MADE SOCIAL

33Across has partnered with Spaceback to offer advertisers a unique solution to drive audience attention. Spaceback recreates the look and feel of social creative, extending these experiences beyond the walled-gardens. Advertisers can now easily leverage social display creative in tandem with specially curated inventory on 33Across' AttentionX™ exchange to maximize performance.

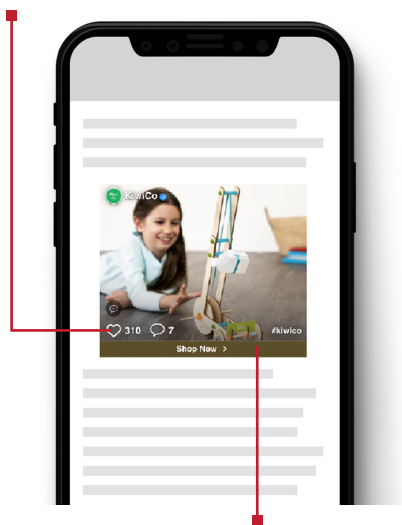


Supported Social Display Formats: ✓ Image ✓ Video ✓ Carousel ✓ Stories

### What Are Social Display Ads?

Social Display ads are authentic recreations of social media posts configured to deliver in traditional banner placements, supporting your programmatic campaign goals (awareness, prospecting, DR).

*Social proof dynamically updated in real time*



*Familiar experience & interactions*

### Key Benefits

- **Incremental Reach**  
Extend popular social campaigns, and the engagement they generate, beyond the walled gardens
- **Performance**  
Leverage the unique combination of Social Display and 33Across Impact Ads to break through the clutter and drive performance
- **Efficiency**  
Use existing social creative within standard display ad sizes to scale campaigns with no additional production costs
- **Unique Insights**  
Custom reporting provides insights on social engagement as well as standard display metrics

### Performance

- 3X improvement in CTR vs. display benchmarks and CPCs equivalent to leading social platforms
- 5X improvement in brand lift and consideration according to a recent study

### Getting Started

Contact your 33Across rep or email [sales@33across.com](mailto:sales@33across.com) to let us know which social posts you are interested in running. You will receive production-ready creative for your approval and a dedicated Deal ID optimized specifically for Social Display creative.