

# CASE STUDY

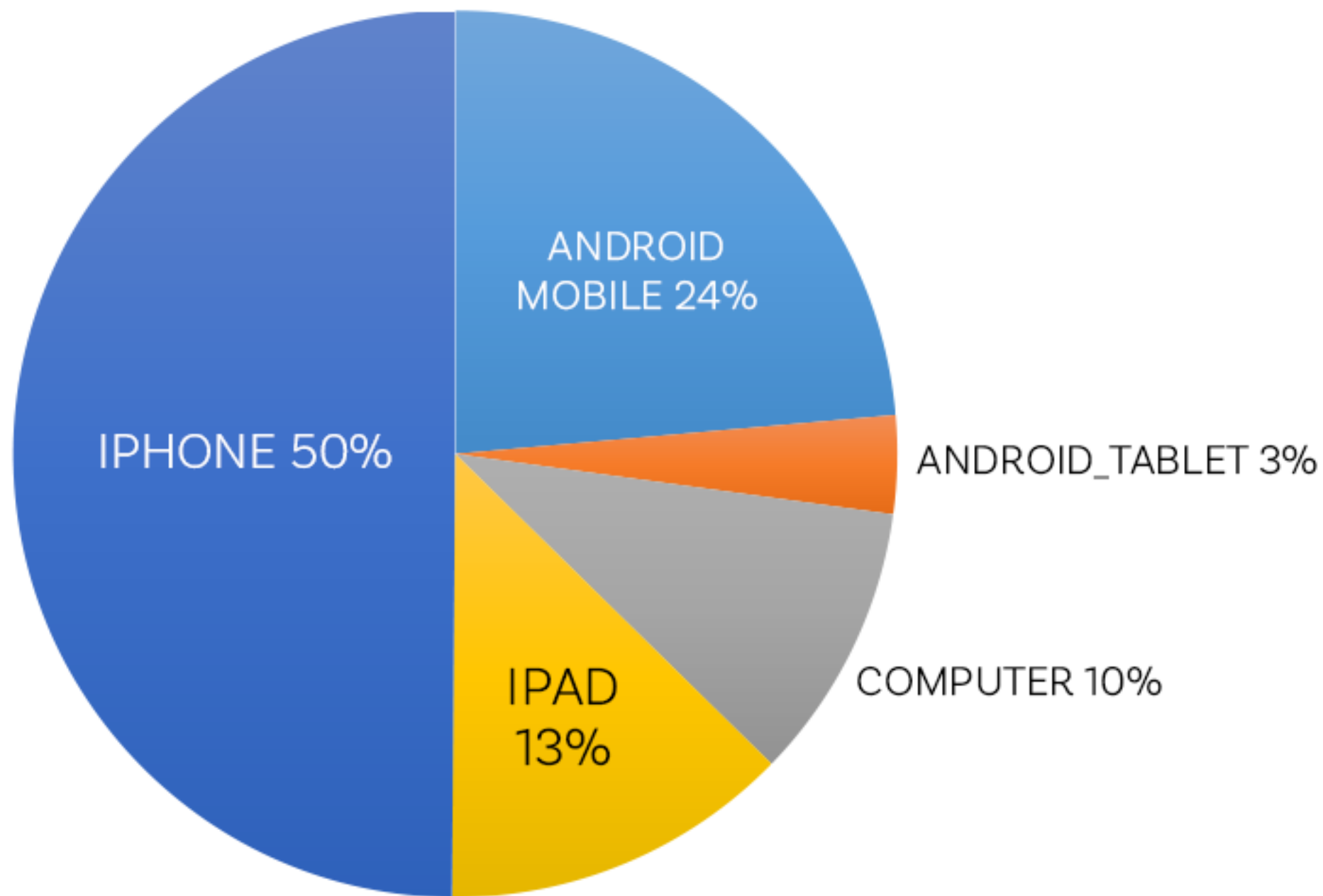
McDonald's CPO





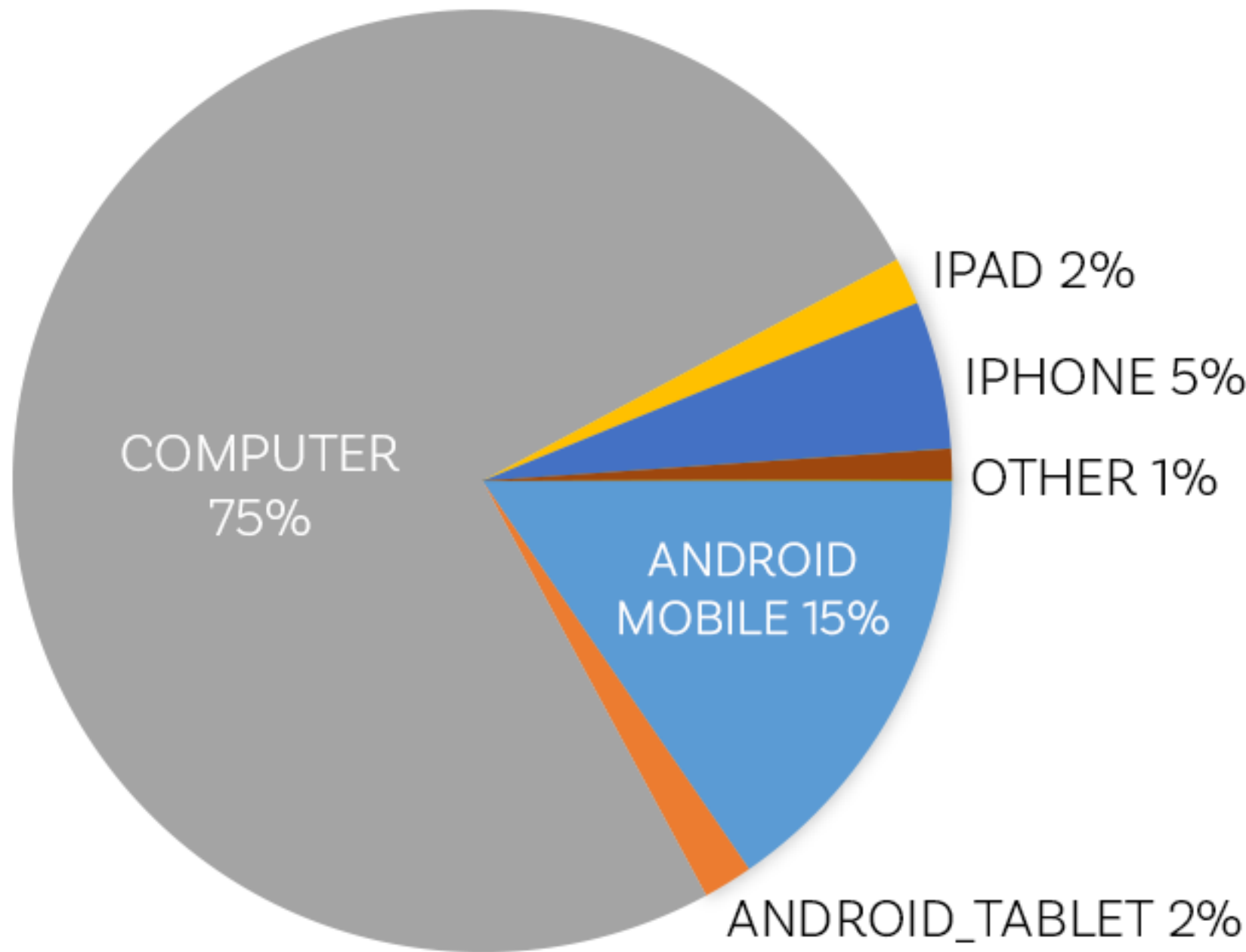
# INSIGHTS

**Conv. Rate by Device**



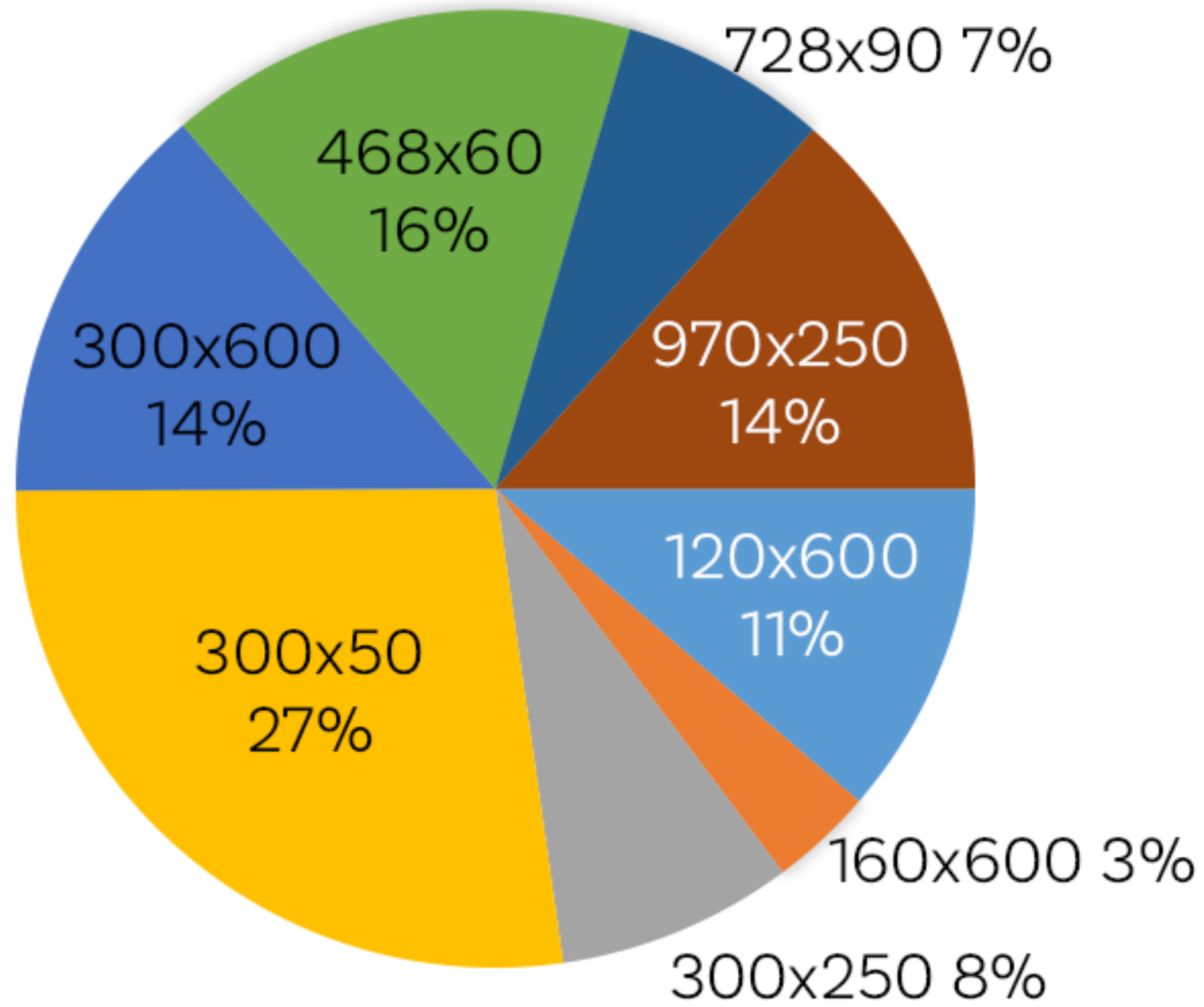
The iPhone was the highest converting device for this campaign

**SOV by Device**



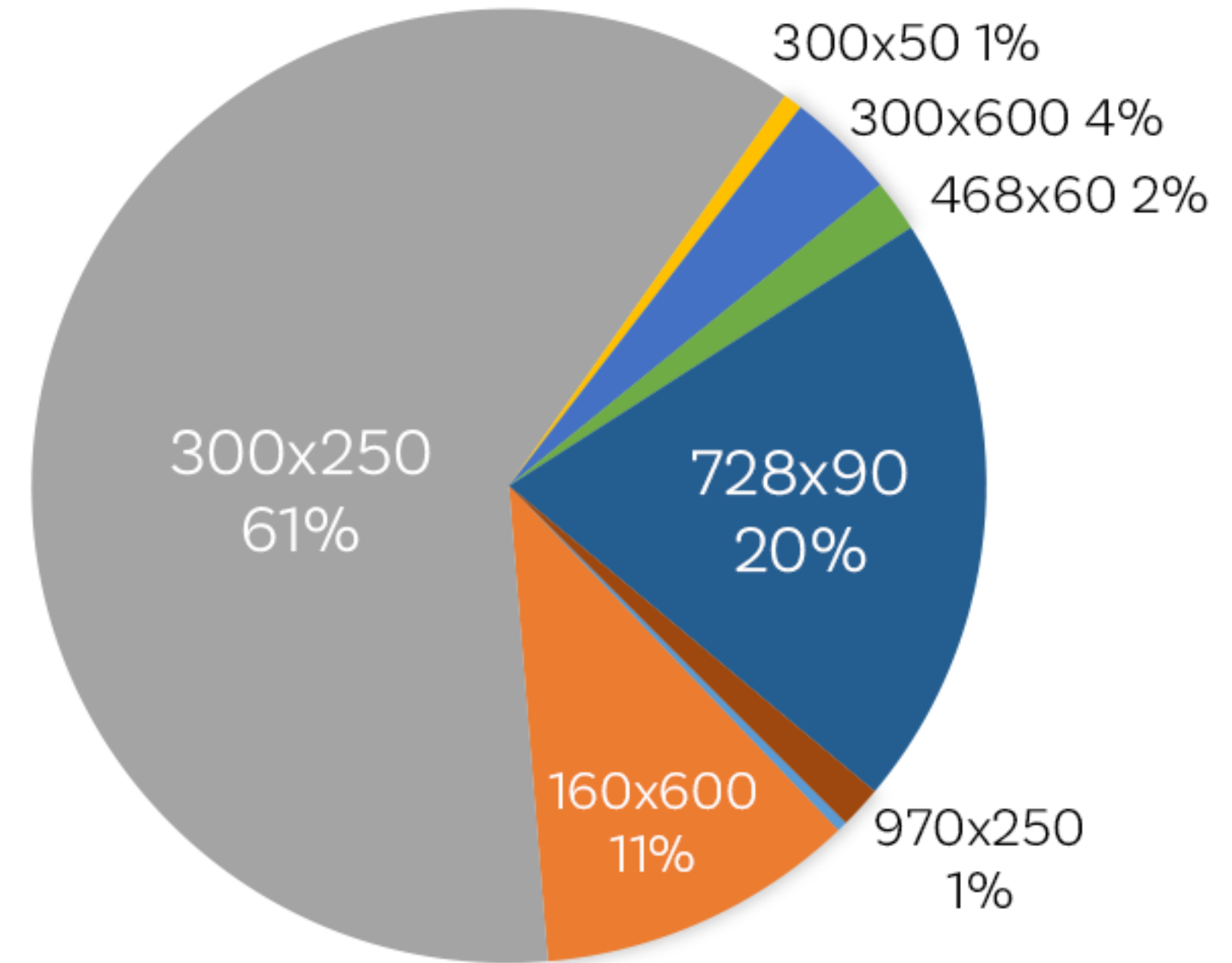
Desktop was the biggest aid in the path to conversion

**Conv. Rate by Ad Size**



The mobile format 300x50 was the highest converting format

**SOV by Ad Size**



The Desktop format 300x250 aided most in the path to conversion