



PROMOFIX



A JGROUP COMPANY

Auto
CASESTUDY

Multi-product Snapchat campaign smashes brand and business KPIs for Dodge

+10pts

lift in Ad
Awareness

The Result

CPL was very competitive, but more importantly, the efficiency was coupled with an impressive uplift on brand metrics. Very rarely can platforms offer solutions that deliver against both brand and business KPIs so emphatically.



Ford drove 406x lift in test drives through Story Ads

32.2M
Impressions

13.26%
Open Rate

62.23 Sec
Attachment
Screen Time

