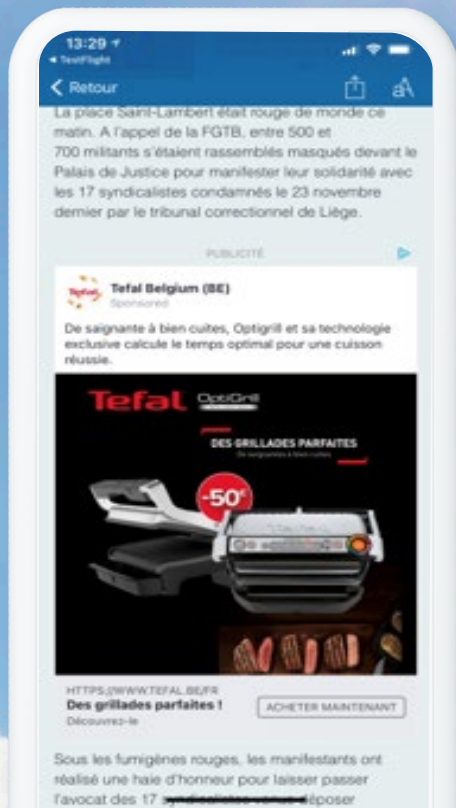


# Inread Social Ads

## Now available



*Teads*

# Distribute *social* creatives within our premium contexts

The diagram illustrates the flow of social creatives from premium contexts to social media. It features three mobile phone screens against a blue sky background with clouds. A large teal arrow points from the left two screens to the right screen.

- Left Screen (Facebook):** A sponsored post from IKKS. The text reads: "Pendant quelques jours seulement jusqu'à -70% sur les intemporels des saisons passées & 10% suppl. dès 200€ d'achat!". The main image shows a large "LA VENTE OUTLET JUSQU'À -70%" sign. The bottom of the screen shows the Facebook navigation bar.
- Middle Screen (Instagram):** A sponsored post from Samsung. The text reads: "Smart Home. Gardez un œil dans votre réfrigérateur à distance." The main image shows a hand holding a smartphone in front of a smart refrigerator. The bottom of the screen shows the Instagram navigation bar.
- Right Screen (Facebook):** A sponsored post from Tefal Belgium (BE). The text reads: "De saignante à bien cuites, OptiGrill et sa technologie exclusive calcule le temps optimal pour une cuisson réussie." The main image shows a Tefal OptiGrill with a "-50%" discount tag. The bottom of the screen shows the Facebook navigation bar.

In the top right corner, there are logos for **rtbf.be**, **nrj**, and **LN** with the text "HT MUSIC ONLY!".

# How does it work ?



# Benefits

Guarantee more engaging and effective results to advertisers : Higher attention and visibility (x5) than social feeds leads to better effectiveness on brand lift and other studies.

Extend social reach : Provide to advertiser an incremental reach beyond social platforms, in a premium and brand-safe context.

Seamlessly integrated in editorial content : Social ads are natively integrated in existing in-article placements. We can customize the rendering of the creative including description and Call-to-Action.

Frictionless creation : Re-leverage the assets created for social platforms into campaigns ready to run.

Teas Social Ads  
average In-View Time  
on premium media  
(according to Moat)



Average In-View Time  
for a social feed  
(according to P&G)

IO

14 €

Programmatic

10 €