



Metrics that Matter

Tracking Successful Creative

Creating and running an advertising campaign is only half the battle. Measuring the success of ad creative is vital for evaluating the effectiveness of a campaign.



Engagement Rate

- Measures how actively involved your audience is with your content
- Indicates the level of interaction and interest in the creative



Viewability

- Measures if the ad was actually seen by the audience
- Ensures impressions are meaningful and likely to make an impact



Attention

- The evolution of viewability that goes further to determine if the ad was memorable for a consumer



Brand Lift

- The impact of ads on brand perception
- Ensures campaigns have a meaningful impact on brand

Ogury's highly visible ad formats provide the ultimate creative canvas while driving maximum engagement. Combined with our in-house creative team, we leverage unique rich media functionality that prompts specific user interactions designed and developed to meet client goals.

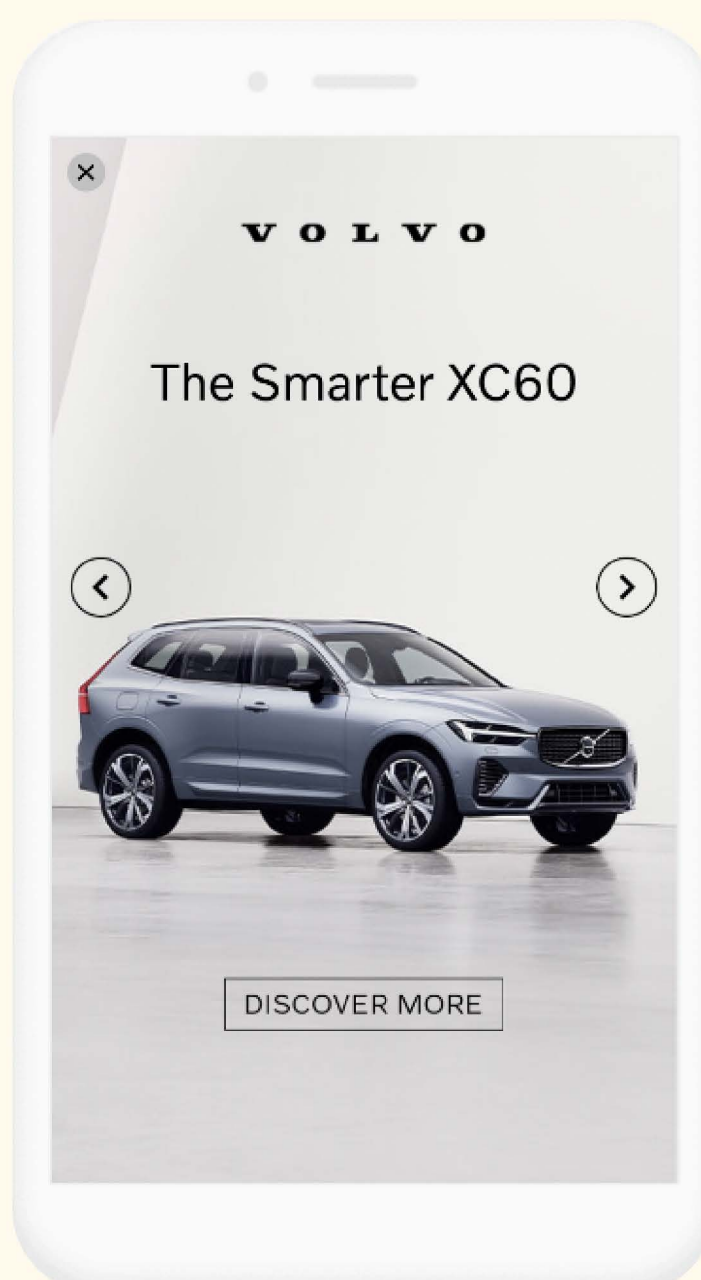
Slideshow



See this demo on your phone

Slideshow is ideal for engaging users through narrative building, showcasing multiple product features and sequential messaging with sleek animation

Brand Spotlight



See this demo on your phone

Encourage interactivity with this swipeable carousel unit, drawing users into a brand.

Interactive



See this demo on your phone

Engage and educate your audience, while increasing engagement rate.