



June 28, 2017

## Perion's Social Media Division Wins Instagram Innovation Award for Work with Disney

*Perion's social media division 'MakeMeReach' experiences continued success, providing strong campaign results for Disney on Instagram.*

TEL AVIV, Israel & PARIS--(BUSINESS WIRE)-- Perion Network Ltd. (NASDAQ:PERI), announces today that its social media division, MakeMeReach, has won the Instagram Stories Partner Innovation Award for its innovative work with one of the world's most iconic brands, Disney. This accolade was formally awarded at Cannes Lions 2017.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20170628005548/en/>

**Disney's magical ad immersion in Instagram Stories**

On April, 28th 2017, Disney premiered the sequel of its 2014 smash hit Guardians of the Galaxy. In order to cover the demand of the franchise growing fan base, the distributor offered the possibility to pre-order seats online through the movie's dedicated website. To push this opportunity to wider the lineup, Disney's marketing teams decided to leverage Instagram's new ad format Ads in Instagram Stories.

**ADS IN INSTAGRAM STORIES**  
A real asset for movie promotion

With 288M+ unique daily users, Instagram Stories is a must-have in a marketing brand strategy. Stories can include a single image or a video up to 15 seconds long. The latter is particularly interesting for Disney as it gives the opportunity to display high-quality video ads and train one directly engaged and created from trailer movies, so with a very wide audience and the creative opportunity that they offer. Ads in Instagram Stories are a very seducing innovation for Disney.

**MAKEMEREACH STORIES CENTER**  
to optimize performance

To do so, Stories Center, a feature we developed when Ads in Instagram Stories came out, really helped our client to get the most out of this new format thanks to our platform. The feature allowed clients to evaluate in one glimpse which creative is working and which one is not. It is driven entirely by visuals, making easier for users to retrieve specific creatives, and to directly partners actions on the campaigns associated.

The results of the campaign speak for themselves! Ads in Instagram Stories needed a CPM lower by 28% compared to Instagram Feed. And the team were especially impressed with the CPL as it was 5 times lower from Instagram Stories to Instagram Feed!

Stories Center is a key feature for our clients to achieve very promising results. Being able to see all creatives at once enables them to save a lot of time. It was particularly decisive in the success of the Disney campaign as it let the team evaluate visually the performance of their stories, act consequently with a single click, and therefore allocate the budget only to the one with the best CPLs.

Three ads were designed for Ads in Instagram Stories. Each one highlights different parts of the movie and ends with a call for customers to 'book now' their seats. When the campaign started, Disney tested the three ads to compare which one performed best with A/B testing optimization tools.

makemereach is part of perion network since 2016

**THE OVERALL DISNEY CAMPAIGN WAS PHENOMENAL BOTH IN TERMS OF CREATIVE QUALITY AND PERFORMANCE, WHICH CONVINCED INSTAGRAM TO REWARD MAKEMEREACH WITH THE 'PARTNER INNOVATION AWARD' DURING THE CANNES LIONS FOR ITS STORIES CENTER FEATURE AND ITS OVERALL WORK AS AN INSTAGRAM PARTNER ON ADS IN INSTAGRAM STORIES!**

David Popowski, Digital Experience Director, Walt Disney Company France

"Our first campaign on Instagram Stories was a real success. We are delighted with the results. MakeMeReach allowed us to optimize the performance and reach of massive audience with qualitative content."

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MakeMeReach's latest 'one-click offering', was employed by Disney to deliver engaging and high performing ads via Instagram full-screen 'Stories'. The MakeMeReach platform uses proprietary technology to provide a 'Stories Center' where advertisers can view and optimize all implemented ads and adjust behavior based on performance. **Disney noted an impressive 38% drop in Cost Per Mille (CPM)** compared to ads in a regular Instagram feed; and a **Cost Per Lead (CPL) that was five times lower** than the average.

MakeMeReach was chosen for this award based on the delivery of strong campaign results which revolved around the release of 'Beauty and the Beast' and 'Guardians of the Galaxy Vol. 2'.

Disney's magical ad immersion in Instagram Stories (Photo: Business Wire)

recently delivered long-term growth strategy, but it has allowed us to become an even stronger strategic partner for Facebook's Instagram, delivering incredible success for such a prominent client.'

Pierre-Francois Chiron, co-founder of Perion's MakeMeReach division added, "We are thrilled to receive this award and are proud of our incredible work with Disney. Instagram Stories are really bringing video ads to the next level. In this campaign, we enabled Disney to optimize performance and reach a massive audience using qualitative formats."

### About Perion Network Ltd.

Perion is a global technology company that delivers advertising solutions to brands and publishers. Perion is committed to providing data-driven execution, from high-impact ad formats to branded search and a unified social and mobile programmatic platform. More information about Perion may be found at [www.perion.com](http://www.perion.com). Follow Perion on Twitter @perionnetwork.

### About MakeMeReach

Founded in 2009 by Pierre-François Chiron and Pierre Lou Dominjon and acquired by Perion Network Ltd. (NASDAQ: PERI) in 2015, MakeMeReach is a fast-growing social ad tech company empowering agencies (Dentsu-Aegis, GroupM, OMD...) and advertisers (Birchbox, FlyDubai, Iberia, Happn, Privalia...) to elevate their campaigns on Facebook, Twitter and

Instagram, at scale.

*MakeMeReach - Scalable social ad tech solutions, tailor-made.*

## **Forward Looking Statements**

This press release contains historical information and forward-looking statements within the meaning of The Private Securities Litigation Reform Act of 1995 with respect to the business, financial condition and results of operations of Perion. The words "will", "believe", "expect," "intend," "plan," "should" and similar expressions are intended to identify forward-looking statements. Such statements reflect the current views, assumptions and expectations of Perion with respect to future events and are subject to risks and uncertainties. Many factors could cause the actual results, performance or achievements of Perion to be materially different from any future results, performance or achievements that may be expressed or implied by such forward-looking statements, or financial information, including, among others, the failure to realize the anticipated benefits of companies and businesses we acquired and may acquire in the future, risks entailed in integrating the companies and businesses we acquire, including employee retention and customer acceptance; the risk that such transactions will divert management and other resources from the ongoing operations of the business or otherwise disrupt the conduct of those businesses, potential litigation associated with such transactions, and general risks associated with the business of Perion including intense and frequent changes in the markets in which the businesses operate and in general economic and business conditions, loss of key customers, unpredictable sales cycles, competitive pressures, market acceptance of new products, inability to meet efficiency and cost reduction objectives, changes in business strategy and various other factors, whether referenced or not referenced in this press release. Various other risks and uncertainties may affect Perion and its results of operations, as described in reports filed by the Company with the Securities and Exchange Commission from time to time, including its annual report on Form 20-F for the year ended December 31, 2016 filed with the SEC on March 7, 2017. Perion does not assume any obligation to update these forward-looking statements.

Source: Perion Network

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