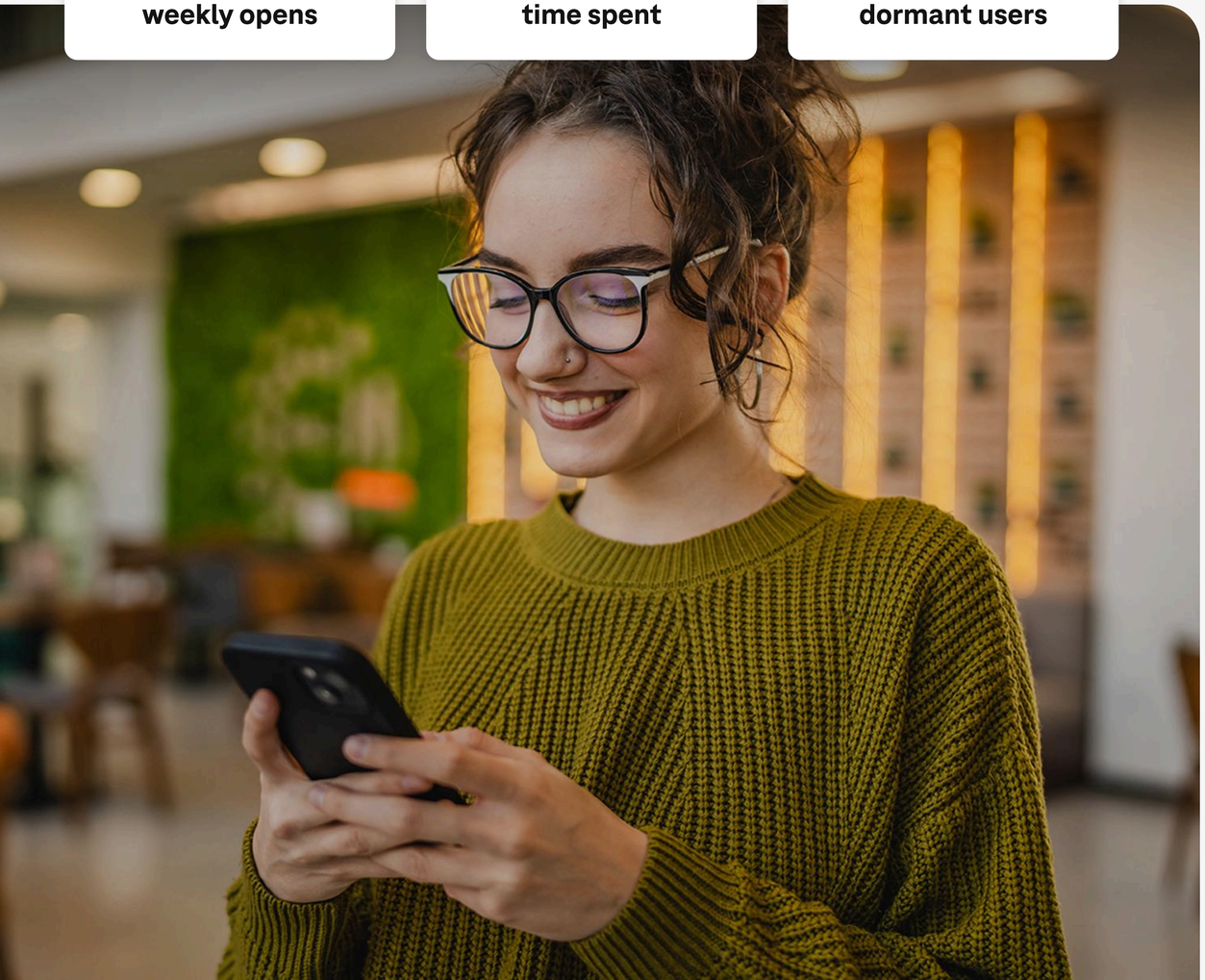
Social platform captures consumers' attention on lockscreen—before they scroll

+16%
Increase in weekly opens

+17%
Increase in time spent

+20%
Reengaged previously dormant users



Challenge

A popular social media platform aimed to break through the noise via the Lockscreen Content Carousel to drive new user acquisition and incremental engagement, and reactivate dormant users through a premium, high-impact placement.

Solution

T-Mobile onboarded the early test advertising partner with content and API integration on the Metro by T-Mobile lockscreen. This strategy delivered high-visibility, first-touch exposure with targeted content designed to fuel sustained engagement.

Results

The Lockscreen Content Carousel proved effective at capturing attention on the user's lockscreen. It drove higher user reach, and increased engagement with the social platform's app and content, particularly among lapsed users.

Performance exceeded expectations, resulting in:

- **+16% Increase in weekly opens**
- **+17% Increase in time spent**
- **+20% Reengaged previously dormant users**

Ready to learn more?

Connect with our team to explore our solutions and how to best serve your goals.

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