

# Nutram Pet Products Boosts Campaign Visibility with StackAdapt

## StackAdapt Success Story

### The Agency

To meet Nutram’s goals, 88 Creative leveraged StackAdapt’s native advertising platform. StackAdapt was able to target audiences based on their interest in nutrition and wellness, pet owner data, geographical location, and retargeted those who showed the strongest engagement with Nutram’s content.

### The Client



Nutram Pet Products is a holistic pet wellness company that launched in early 2015. They produce high-quality pet foods with all natural ingredients.

In 2016, Nutram launched the Optimum Nutrition Challenge. Their PR and marketing agency, 88 Creative, was tasked to run the 30-day challenge aimed to inspire pet owners across Canada to promote healthier pet food choices.



Programmatic is still really new for Nutram, so they didn’t know exactly how to qualify their results. But once we were able to show them that we captured the most valuable eyeballs, they saw a ton of value in StackAdapt’s platform.

— **Meaghan Zabinsky**  
Digital Strategist at 88 Creative

### Goal

Being a relatively new brand, Nutram’s primary goal was to build brand awareness. The team was focused on educating pet owners regarding the contents and quality of their current pet food and the importance of transitioning to more nutritious options.

### Strategy

In order to engage pet owners in an effective and meaningful way, Nutram and 88 Creative opted to deliver their branded content through StackAdapt’s platform, targeting specific population segments based on their online behaviour and geolocation.

As a result, Nutram Pet Products delivered an inspiring experience through a powerful medium, while benefiting greatly from the measurement and targeting capabilities of native advertising.



We found the platform to be really effective in finding relevant people to connect with our content and then make sure they are actually engaging with it.

— **Erin Bury**  
Managing Director at 88 Creative

### Result

During the course of the 30-day Challenge campaign, Nutram achieved a CTR of 1.02 percent, eclipsing the average CTR of banner ads which sits at just 0.06 percent. Their success can largely be attributed to the quality of content produced by Nutram in addition to StackAdapt’s advanced targeting capabilities, which ensures that content is served to the most relevant users in a way that’s non-intrusive and most impactful.