Founding Scale with CTV

As proactive self-serve users, Adpearance was looking for efficiency and effective campaign execution, especially given the volume of campaigns and tactics used for their clients. They turned to StackAdapt to help scale their campaigns as easy to use platform with the ability to back test campaigns at scale, tune rich channel campaigns, and monetize attribution transparency.

A Partner Who’s Self-Serve First

"StackAdapt’s UI has been able to help us very efficiently customize our campaigns very quickly, very accurately, and enables us to operate under a self-serve model," says Jason Rosen, Senior Manager of Digital Advertising at Adpearance. "We understand how we can pick our specific targeting for geography, audiences, and upload creatives very easily, getting campaigns live effectively and in a very short timeframe."

As proactive self-serve users, Adpearance is keen on expanding into new channels through StackAdapt, such as retail audio and native, in order to complete their channel suite and ensure programs and partners are in line with market.

A Partner Who’s Self-Serve First

With customization and scalability as their top priorities, Adpearance turned to StackAdapt to expand to new channels of digital advertising. Using a combination of technology and service, Adpearance helps clients who sell offline create better buying experiences that drive more sales.

Looking ahead, Adpearance is keen on expanding into new channels through StackAdapt, such as retail audio and native, in order to complete their channel suite and ensure programs and partners are in line with market.

A Partner Who’s Self-Serve First

"StackAdapt has provided measurement capabilities for our connected TV campaigns by tracking users who have viewed the ad that we’ve delivered, and then have later gone to the website and converted. Filling in that previously blind component to the customer buying journey has been very, very helpful in helping us understand whether or not we are truly driving results from our campaigns."

— Jason Rosen, Senior Digital Advertising Manager, Adpearance

Our agency traditionally has been very heavy into Google and Facebook advertising, which can get very expensive with higher costs and more competition. StackAdapt has enabled us to expand our reach into other placements, whether it be CTV or display, and really helped us be an omnichannel agency overnight. StackAdapt helps us access new inventory and new placements that previously have been completely untapped."

— Jason Rosen, Senior Digital Advertising Manager, Adpearance

Summary

With customization and scalability as their top priorities, Adpearance turned to StackAdapt to expand to new channels of digital advertising. Using a combination of technology and service, Adpearance helps clients who sell offline create better buying experiences that drive more sales.