AdVenture Media Group is an award-winning agency that delivers digital advertising performance by solving complex problems with grit, creativity and at least a little bit of intelligence. They take a more holistic approach to paid acquisition, and work to solve larger business problems for their brands.

AdVenture Media Group continues consulting with their clients about the most relevant and innovative strategies to reach their KPIs, and their partnership with StackAdapt has been instrumental in hitting those goals.

Machine Learning Saves The Day

As an agency that takes a holistic approach to digital advertising, it was imperative that AdVenture Media Group find a platform solution that was able to automate manual processes, such as campaign set-up and optimization, so they could have precious time back in their day to consult on larger-scale goals for their clients. After months of testing StackAdapt’s machine learning, AdVenture Media Group was able to turn out production in the platform’s technology to a point on optimal automation, including, as well as StackAdapt’s support team. This level of trust in StackAdapt enabled the AdVenture Media Group team to take a step back from manual execution and assess larger business goals for their clients, moving the needle at a larger scale, and freeing themselves of the typical scrambling of day-to-day activities.

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— Patrick Gilbert, COO at AdVenture Media.

A Halo Effect for Multiple Channels

AdVenture Media Group recently realized that their positive performance on StackAdapt was impacting the rest of their digital media campaigns, off platforms. Building their campaigns on the same technology stack lead to a more powerful and higher- performing audience, which was not only seen on StackAdapt, but in other media platforms as well.

It became clear that the upper funnel traffic driving their StackAdapt campaigns was creating a halo effect throughout all of their digital media, allowing their new clients to benefit from the performance of StackAdapt campaigns results.

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Since launching their campaigns on StackAdapt, AdVenture Media Group has scaled their campaigns tremendously, intentionally moving budgets from other platforms to support their success. With the help of the StackAdapt’s audiences, machine learning capabilities and support team, their partnership with StackAdapt has lead them to focused optimizations that drive digital media campaigns to performance levels that are the backing of Agency A's (and the marketing world.)

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