Why AMP Loves StackAdapt for Native Advertising

Our location based targeting, high-quality data, and 7-day recency cap helps this CPG focused ad agency find the right people, in the right place, at the right time.

### The Agency

**AMP** is a digital-focused, full service agency specializing in consumer marketing. Their key clients are Consumer Packaged Good (CPG) companies focused on using location based data to understand & target potential customers.

As a digital agency focused on results, AMP looks to data to determine specific target audiences for a given product. Once they know who to target, for example, Millennials interested in health and wellness, they need a way to target them in their element, for example, a local gym.

The challenge lays in reaching this specific audience in the right place, at the right time.

### The Challenge

#### Data Quality & Recency

We employ first-party, intent-based data on a rolling 7 day basis through our Custom Segment technology, ensuring AMP is not wasting budget on users who are no longer viable.

Being able to see [data from] those last 7 days is a really big indicator for products with short purchase cycles.

— Keagan McDonnell, Programmatic Supervisor, AMP Agency Boston

#### Radius Targeting

StackAdapt finds AMPs audience through location based targeting all the way down to a radius accuracy of 10 meters.

#### Quality In-Feed Placements

Access to 30+ native networks gives AMP the flexibility to choose which supply sources they want to access while maintaining efficient scale.

StackAdapt’s ability to focus on in-feed inventory is something that we found to be super important.

— Keagan McDonnell, Programmatic Supervisor, AMP Agency Boston

#### Ad Preview Tool

Perfect for pitch decks, our ad preview tool allows AMP to show clients how their native ads will look and what types of sites they will be served on.

Another thing that is really helpful about [StackAdapt] is being able to say to clients, this is what your ad looks like.

— Keagan McDonnell, Programmatic Supervisor, AMP Agency Boston

#### Brand Safety & Fraud Detection

Sophisticated fraud detection combined with a human audit of all ads and domains ensuring through our platform impact is brand safe and effective.

#### Domain Transparency

We provide full transparency into where ads are served so AMP can advertise with confidence.

#### Multi-Flight Dates

Clients can run one or multiple campaigns across multiple flight dates, so AMP doesn’t need to reschedule campaigns and can improve campaign performance using past flight data.

#### Self-serve Platform

AMP loves our intuitive platform. Campaign setup & access is a breeze and a Customer Success Manager is ready to support them whenever necessary.

### StackAdapt’s Solution

StackAdapt is one of the top performers from a click perspective.

— Keagan McDonnell, Programmatic Supervisor, AMP Agency Boston

### Contact your StackAdapt Representative to get started.