Banque Libano-Française (BLF) built an in-house team with a deep expertise in programmatic media buying and content marketing. To centralize their advertising and content distribution technology, BLF leveraged StackAdapt’s platform, which allowed them to focus on high-performing formats, including in-feed native advertising and native out-stream video.

For this campaign, BLF wanted to spread their new PR announcement for their new headquarters in Lebanon, driving awareness and engagement at scale with their hyper-relevant video and news article content. Ultimately, they were able to surpass their CTR and time on site goals as self-serve users on the StackAdapt platform, strategically spreading their news at scale.

**Strategy**

To build awareness and achieve their engagement goals on their PR announcement, BLF utilized StackAdapt’s engagement-based optimization capabilities through cost-per-engagement bidding, which optimized media spend for audiences who clicked on their native ads and stayed on the landing page for 15 seconds or longer. To ensure video views and engagement, BLF leveraged native outstream video, which unlike pre-roll, only plays while in-view, and encourages higher CTRs. For targeting, they leveraged Custom Segments to reach an audience who would be impacted by this news.

**Results**

BLF’s campaign was able to reach relevant users with an important message at scale, by leveraging video and native to promote their PR content. With confidence that their news had been shared effectively, BLF was able to attribute the success of their StackAdapt campaign to the following metrics:

- **CTR**: 0.81%
- **eCPCV**: $0.03
- **Engagement Rate**: 25%
- **Average Time on Site**: 1 minute 20 seconds

Since working on their successful campaign together, BLF and StackAdapt have used the targeting insights they learned to further hone in on product positioning and development. They continue to refine their audience targeting to maximize engagement metrics and inform their go-to-market strategy in future campaigns.