Banque Libano-Française (BLF) is one of the leading banks in Lebanon, providing commercial banking, retail banking, investment banking, private banking and corporate banking. BLF built an in-house team with a deep expertise in programmatic media buying and content marketing. To centralize the technology surrounding advertising and content distribution, BLF summoned StackAdapt’s platform, which allowed them to focus on high-performing formats, including in-feed native advertising and native out-stream video.

Corporate Communications Takes StackAdapt’s Native and Video Capabilities to the Bank

Scenario

In their search for an architect capable of understanding, internalizing and interpreting the company’s values and ambitions for their new headquarters in Beirut, BLF decided to hold a New Headquarters International Architecture Competition. After the closing of the competition, BLF prepared a content-driven campaign in an attempt to maximize distribution amongst relevant stakeholders and audiences.

Strategy

To build awareness and achieve their goals, BLF utilized StackAdapt’s engagement-based optimization capabilities, which would ensure audiences who clicked on the native ads actually read the content. Additionally, BLF's demand for audience engagement and meaningful content completed cameos with their video advertisements. For this, they partnered with StackAdapt to focus on native out-stream video, which unlike pre-roll, only plays while in-view. By doing so, they were able to gain a true sense of audience engagement.

Result

As a result of the successful campaign, BLF and StackAdapt further aligned the product around the bank’s unique needs, including workflows and custom audience targeting. BLF leveraged StackAdapt’s platform on a self-serve basis while working closely with their customer success team who helped with all aspects of campaign setup, optimization, and support.