Clean Digital worked with StackAdapt to launch a full-funnel marketing strategy driving awareness, site traffic, and conversions both online and in-store. Previously working with other DSPs such as Criteo and MiQ, Clean Digital was seeking a new programmatic partner who could drive scalable results and transparent reporting.

Working with StackAdapt on their display campaign, Clean Digital helped drive an incredible online return on ad spend (ROAS) of 324% and drive over 50,000 store visits for their client, Dobbies Garden Centres.

**Results**

<table>
<thead>
<tr>
<th>CPC</th>
<th>£1.47</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPA</td>
<td>£35.26</td>
</tr>
<tr>
<td>Online ROAS</td>
<td>324%</td>
</tr>
<tr>
<td>Attributed Store Visits</td>
<td>&gt;50,000</td>
</tr>
</tbody>
</table>

**Strategy**

Leveraging StackAdapt’s multitude of targeting offerings for display inventory, Clean Digital targeted a suite of personas, both near and far from their garden centre locations. They measured overall performance with the help of a footfall attribution study, producing in-depth insights of their campaigns’ impact on offline and online conversions.

- **Geo Targeting**
  - Using a combination of Browsing Audiences, 3rd-party data segments, lookalike audiences from site visitors and Page Context AI, Clean Digital divided their tactics between users who lived close to a garden centre, and those that lived further away. This helped attribute impact from their StackAdapt campaigns most accurately.

- **Persona Targeting**
  - Leveraging their client’s personas, Clean Digital created separate line items that accurately represented their target audience. They used in-platform demographics targeting to reach desired age, gender, and household income, and layered interest targeting with 3rd-party data segments.

**Challenge**

Clean Digital needed to take a holistic marketing approach and drive in-store and online sales for their client, Dobbies Garden Centres.

- **Persona Targeting**
  - Leveraging their client’s personas, Clean Digital created separate line items that accurately represented their target audience. They used in-platform demographics targeting to reach desired age, gender, and household income, and layered interest targeting with 3rd-party data segments.

- **Geo Targeting**
  - Using a combination of Browsing Audiences, 3rd-party data segments, lookalike audiences from site visitors and Page Context AI, Clean Digital divided their tactics between users who lived close to a garden centre, and those that lived further away. This helped attribute impact from their StackAdapt campaigns most accurately.

**Execution**

Clean Digital is a PPC agency in Edinburgh that exclusively specialises in paid advertising. Their focus means they are on the cutting edge of what is happening in the PPC industry. They optimise and deliver recommendations that will make your campaigns more profitable.

Dobbies Garden Centres is the UK’s leading garden centre retailer, with 76 stores across the UK.

Reach out to the StackAdapt team for more information.