Background

TUSHY

Effective Spend, an agency that specializes in delivering consistent brand awareness and generating sales for e-commerce brands, was engaged to help TUSHY drive both brand awareness and product purchases on their site.

Challenge

To meet TUSHY's goal of driving both brand awareness and product purchases, Effective Spend needed to find the right mix of channels and creative variations that would appeal to their target audience, who were facing large brand-name competitors in the market.

Strategy

Effective Spend leveraged StackAdapt to increase awareness and drive sales.

1. **Prospecting**:
   - Used StackAdapt Display Product Feed Ads to repurpose TUSHY's inventory from the e-commerce website into engaging ad units. This allowed them to showcase specific products and directly influence more sales.

2. **Retargeting**:
   - Leveraged StackAdapt's Audience Lookalike feature to target users who had previously engaged with TUSHY's site, increasing the likelihood of converting them to actual purchases.

3. **CTV and Video**:
   - Created original CTV video content and used StackAdapt to show this to users through CTV, video, and native channels, driving brand awareness, engagement and purchases.

Results

- **Clicks**: 191,638
- **Unique Conversions**: 65,404
- **CTR**: 0.13%
- **CPA**: $65.
- **ROAS**: 65,000

TUSHY's goal for this campaign was to drive awareness and product purchases, with a maximum CPA of $75. Effective Spend exceeded this by achieving a CPA of $65.

Conclusion

Effective Spend's campaign was successful in driving both brand awareness and product purchases for TUSHY, meeting their goals and exceeding expectations.

Myriam Galarneau, Digital Media Director at Effective Spend said, "Working with Effective Spend has been a really exciting experience. We soon realized how much incremental lift we were getting from the platform, and our StackAdapt team recommended we add in mid- and lower funnel tactic to optimize for revenue. They had a strong process, as they were open to refreshing their ads every quarter and seeing how their creative was performing. Through combination of strategies, we were able to get great results and deliver below our target CPA."

“My Olympic commercial breaks. Users who watched this video were able to download the TUSHY app and see its stellar performance of 0.12% CTR.”

By integrating StackAdapt's Audience Lookalike and revenue pass features, Effective Spend was able to optimize for revenue and meet TUSHY's CPA goal. This allowed them to drive product purchases directly from StackAdapt, increasing their return on ad spend (ROAS). The 18-month campaign drove over 65,000 unique conversions, and a 0.13% CTR—all while generating below their target CPA.