To accomplish this strategy, the following StackAdapt capabilities were used:

- native, CTV and video creatives to drive engagement and purchases on the TUSHY site.
- display, rich-media display assets and engaging native copy.
- CTV Live Events, Product Feed display assets to showcase TUSHY's top products and innovation.
- Audience Lookalike Expansion in StackAdapt.
- Leveraging StackAdapt's CRM audiences.

Effective Spend achieved the following results:

- 18-month campaign drove over 65,000 unique conversions, and a 0.13% CTR—all while delivering below their target CPA.
- 18-month campaign drove over $1.5M in revenue for their lower funnel tactic of the Water Bottle Collection of products. It was really rewarding to create this ad on a fast timeline and see its stellar performance of 0.12% CTR.
- 18-month campaign drove over 191,638 clicks.
- 3 sec. video completion retargeting strategy from their CTV and video ads to drive engagement for users who had already seen one of their videos. Additionally, Effective Spend pooled inventory from an e-commerce website into engaging ad units, Effective Spend was able to showcase specific products and directly influence more sales.
- Tracking ROAS allowed for more precise attribution and measuring success for campaigns.
- 34.38% conversion rate.
- Paid media budget was $120,000.
- ROAS was 5.64x.
- $1,200,000 in revenue.

Results

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique Conversions</td>
<td>65,000</td>
</tr>
<tr>
<td>Clicks</td>
<td>191,638</td>
</tr>
<tr>
<td>Conversion Rate</td>
<td>0.13%</td>
</tr>
<tr>
<td>ROAS</td>
<td>5.64x</td>
</tr>
<tr>
<td>Revenue</td>
<td>$1,200,000</td>
</tr>
</tbody>
</table>