Summary

Effective Spend is an agency laser-focused on delivering measurable outcomes and profitable digital marketing. Their comprehensive strategy involves building brand awareness and driving conversions through search, social, and display media. By partnering with StackAdapt, Effective Spend exceeded their goals by focusing on leveraging a multi-channel approach and executing a strategic digital partnership.

Background

Effective Spend specializes in creating multi-channel strategies that drive brand awareness, lead generation, and conversions. They work with a range of clients, including TUSHY, a fast-growing lifestyle brand that's revolutionizing, modernizing, and improving the American bathroom. TUSHY wanted to stand out from their competitors and ensure they stood out from their competitors.

Challenge

In order to meet TUSHY's goal of driving both brand awareness and product purchases, Effective Spend incorporated a multi-channel strategy where measurement, targeting, and optimization are at the forefront of their media plan. They leveraged display as their main retargeting channel, utilized a video completion retargeting strategy from their CTV and video ads to drive engagement for users who visited the TUSHY site and retargeted these users with different ads in the expansion in StackAdapt.

Strategy

To accomplish this strategy, the following StackAdapt capabilities were used: native, CTV and video creatives to drive engagement and purchases on the TUSHY site. Through prospecting and retargeting, they leveraged display, rich-media display assets and engaging native copy. Effective Spend's campaign strategy involved using as many channels as possible to get in front of their target audience. Through prospecting, while simultaneously retargeting interested users further down the funnel.

Execution

Effective Spend worked closely with the StackAdapt Creative Studio to develop custom creative variations at the forefront of their media plan. They incorporated a multi-channel approach where they ran tactics for attracting new users to the site through display, rich-media display assets and engaging native copy. They worked with the StackAdapt Creative Studio to develop custom creative variations at the forefront of their media plan. They incorporated a multi-channel approach where they ran tactics for attracting new users to the site through display, rich-media display assets and engaging native copy.

Results

Effective Spend achieved the following results:

- 191,638 clicks
- 65,404 unique conversions
- 300 unique conversions via DTC e-commerce sales for TUSHY bidets
- 65,000 unique conversions, and a 0.13% CTR—all while delivering below their target CPA
- 63.18% ROAS
- 34.38% Conversion Rate

Contact your StackAdapt Representative

For more info, contact your StackAdapt Representative info@stackadapt.com