Learn how this StackAdapt campaign strategy boosted CTRs by 135%.

StackAdapt Delivered Smoking Results For Victoria's Coastal Texas Barbecue Trail

During the course of the Coastal Texas Barbecue Trail campaign, Explore Victoria achieved a CTR of 0.47 percent—far surpassing their original goal of 0.20 percent and eclipsing the average CTR of banner ads.

This success can largely be attributed to the quality of content produced by Explore Victoria and the advanced targeting capabilities offered by the StackAdapt platform, which ensure that content is served to the most relevant users in an impactful and non-intrusive way.

In order to meet Explore Victoria’s objectives, a two-pronged approach was taken:

Stage 1
The first stage was dedicated to optimizing towards Explore Victoria’s target CTR—the company’s primary campaign objective. It also involved leveraging audience targeting and introducing a frequency cap to ensure that ads were displayed only to unique, relevant users.

Stage 2
The second stage was all about user engagement with content. The team leveraged historical data to reach users on sites and segments that resulted in the strongest engagement and the most amount of time spent on site. After all, the goal was to have users read the content—not just click on it.

The Great Coastal Texas Barbecue Trail begins online at CoastalTexasBarbecue.com. Explore Victoria’s primary goals were to build brand awareness, generate purchase intent on partner sites, and drive prospective tourists to its content hub. The team was laser-focused on achieving a click-through rate (CTR) of 0.20 percent for the campaign. This is far beyond the average CTR of banner ads, which hovers at around just 0.06 percent.

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