

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

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

The Client



Explore Victoria's mission is to "sell, market and promote Victoria as a premier meetings, sports and leisure destination." Established in 2015, the organization has focused on marketing specific, genuine travel experiences in Victoria. One of its most notable successes is the Great Coastal Texas Barbecue Trail—a true Texas culinary experience designed to immerse barbecue aficionados in the region's rich food history.



Barbecue in the Coastal Bend is about more than the amazing brisket and ribs, it's about a true Texas experience.

— Anthony Cordo

Director of Explore Victoria

Campaign Delivery

Explore Victoria chose to leverage native advertising for content distribution for two reasons. First, because the in-feed delivery of native ads has been proven to combat the phenomenon known as "banner blindness", and second, because users demonstrate engagement with in-feed ads in a way that is similar to that of editorial content.

Though Explore Victoria's team handled the majority of the campaign in-house, they were by no means working alone. StackAdapt assigned a dedicated customer success manager to the account, whose job was to provide a deep, insider knowledge of the platform and help Explore Victoria optimize its campaigns.

The team at Explore Victoria and their customer success manager worked together to drive relevant users to the Great Coastal Texas Barbecue landing page. To do this, they leveraged the contextual and behavioural targeting capabilities of the StackAdapt platform.

StackAdapt was able to target audiences based on their interest in tourism, travel intent data, geographical location, and the contextual relevancy of where the ads were being served.

Goal

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.

Explore Victoria used its in-house marketing team to manage its campaigns on the StackAdapt platform. "We have the capability to operate a self-serve platform," says Cordo. "We've got a designated employee on staff for this purpose, and running campaigns using StackAdapt would be a key part of their role."

Strategy

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.



Content really is king. It has to be compelling—you can't trick people into coming to your site. Native advertising ensures that the content we're producing is served when our audience is engaged and ready to take action, and StackAdapt's ability to track and optimize towards post-click user engagement allows us to measure that engagement in real time

— Anthony Cordo

Director of Explore Victoria

Result

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.