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

The Client

Explore Victoria chose to leverage native advertising for content distribution for two reasons. First, because in-feed delivery of ads has been proven to be more relevant than banner “blindfire,” and second because it allows them to measure post-click user engagement.

Campaign Delivery

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 of the StackAdapt platform, which ensure that content is served to the most relevant users in an impactful and non-intrusive way.

Goal

The Great Coastal Texas Barbecue Trail began 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.

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.

Strategy

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

Stage 1

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 had their own native advertising experience, they turned to StackAdapt to help them optimize their 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, the team leveraged StackAdapt’s advanced targeting and behavioral targeting capabilities of the StackAdapt platform.

StackAdapt was able to target the right audiences, based on their interest in beaches and beaches, beach town cities, history and the historical traditions of the beaches area, all engaging several.

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.

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