Programmatic Strategy
Steam Ahead With this ROAS Grows Full StackAdapt Success Story
to the target user.
dynamic HTML ads that delivered journey time and geo-specific messaging in real-time
this tactic with a retargeting strategy. The StackAdapt Creative Studio helped to create
strategy where they targeted users with personalised messaging, and complemented
in specific regions throughout the UK. They implemented a diversified prospecting
Fountain's main goal was to reach users who were likely looking for train transportation
to encourage the most efficient conversions for their client.
Editor and Reporting, Fountain implemented the following optimisation strategies
sure to monitor campaign results and optimise in real-time based on the
As their targeting parameters were quite broad for their campaign, Fountain made
they weighted upwards on these parameters.
& Parenting contextual categories performed best and so
Ultimately, they found that Tech & Computing and Family
which included optimising their domain categories.
StackAdapt to drive down their cost per conversion,
Consistently during the flight, Fountain worked with
Fountain implemented revenue tracking through the
Revenue Tracking
strategy for users who had visited the EMR site in the past 30 days or less. This ensured
To reach users further down the funnel, Fountain launched a sitewide retargeting
test and in the end they found that the Interest and Intent segments drove a more
segments of users with interest in train bookings to ensure scalability. Both tactics were
bookings”. Additionally, they launched a separate targeting tactic using 3rd-party data
Leveraging StackAdapt's Interest and Intent segments directly in-platform, Fountain
Dynamic HTML5 Ads
Using the HTML5 ads created by the StackAdapt Creative Studio, Fountain was able to
collaborate with StackAdapt to create engaging ads that drove users to their “Buy
Tickets” page. Each ad was set up with a macro to pull dynamic variables such as
Dynamic HTML5 Ads

Strategy
Fountain were keen to test new ads when they faced business issues with their current
programmatic buying. After a slow period of business,
Fountain launched a campaign with StackAdapt that
across the UK for their client East Midlands Railway,
To increase train ticket sales in selected locations
contextual targeting and retargeting

Challenge
Fountain were looking to reach travel industry targets in the
UK for their client after a slow period of business.
We are EMR. A rail company dedicated to making sure you
have a safe, enjoyable journey – wherever you're headed.
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Summary
Fountain was a global award-winning digital agency that
profits opportunities at various stages of your marketing funnel.

Background Fremantle
Fremantle is a global award-winning digital agency that
profits opportunities at various stages of your marketing funnel.

Text Landscape
by implementing StackAdapt’s capabilities to run numerous

Results
By applying Fremantle’s capabilities to our campaign,
Fountain ended up driving the best return on ad spend (ROAS) that
we've ever seen from an advertising platform.

Contact your StackAdapt Representative to get started.