Targeting Precision in a Campaign for Adult Toys

Sciart Marketing’s successful campaign with Hot Octopuss, an adult toys brand, aimed at raising awareness and driving conversions. Faced with the challenge of sensitive content, StackAdapt provided targeting and creative expertise, delivering ads in engaging display formats. Pixel tracking and bid optimizations resulted in remarkable outcomes. The testing of various targeting tactics further optimized performance, affirming the value of catering to the right audience for the adult toys industry.

Results

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>CTR</td>
<td>0.62%</td>
</tr>
<tr>
<td>CPC</td>
<td>0.76</td>
</tr>
<tr>
<td>Average Time on Site</td>
<td>7 minutes</td>
</tr>
</tbody>
</table>

Sciart Marketing is leading source of data driven marketing in highly regulated industries that help e-commerce businesses understand audience behavior and deliver value to their customers. With a background in sexual wellness, they help brands navigate and deliver business outcomes across multi-channel marketing channels by leveraging marketing data and business strategy.

Summary

StackAdapt empowered Sciart Marketing’s Hot Octopuss campaign with precision targeting and creative finesse. The bid optimizations together with the pixel tracking delivered outstanding results, resulting in a 0.62% CTR and a 0.76 CPC for the target audience and placements. The use of StackAdapt’s technology and expertise enabled Sciart to deliver ongoing success for adult toys and wellness brands.

– Fredrik Wahlqvist, Founder & CEO, Sciart.io

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Strategy

The campaign’s core strategy leveraged StackAdapt’s contextual targeting features, Page Context AI for precise ad alignment with relevant content, and Browsing Audiences to optimize engagement based on user behaviors. Furthermore, the Creative Studio tailored engaging display formats, effectively addressing the sensitivity of adult toys content.

Page Context AI

This patented contextual targeting tool optimized precision by placing ads on contextually relevant pages, ensuring they reached the appropriate audiences.

Browsing Audiences

This StackAdapt capability was used to tap into user behaviors and preferences, optimizing the campaign for higher engagement. This allowed for a diverse targeting strategy, reaching audiences based on their online activities.

Creative Expertise

The StackAdapt Creative Studio created engaging display formats customized for Hot Octopuss, effectively addressing the sensitivity associated with content in the adult toys industry.

Challenge

The main challenge was navigating the sensitivity of adult toys content and reaching the relevant audience. This required a platform and team with expertise.

Outcomes

Since teaming up with StackAdapt, Sciart Marketing and Hot Octopuss have maintained success, utilizing multi-channel advertising to continually elevate awareness and drive sustained sales in the adult toys market.