iProspect found success in native ads and was able to scale conversion volume, while maintaining CPA levels.

**The Agency**

iProspect is the world’s leading digital performance marketing agency, offering clients a range of premium digital services. iProspect Canada began working with StackAdapt in an effort to test the performance of native ads. iProspect is part of the Dentsu Aegis Network.

**The Client**

XMedius is a global leader in the field of Unified Communications and Secure File Exchange solutions, providing on-premise and cloud-based solutions to more than 2,700 customers, in over 70 countries.

**Goal**

iProspect wanted to open up audiences via new channels in an effort to scale lead volume for XMedius. The goal was to maintain CPA while increasing spend and traffic. This was part of a broader strategic decision to expand beyond search engine marketing (SEM).

**Execution**

iProspect used StackAdapt's custom audiences to pool together users actively consuming content around the web related to private cloud solutions. These users were most likely to engage with similar content produced by XMedius, which was based around timely topics specific to verticals their potential customers work in.

iProspect also deployed a cross-channel retargeting pixel to boost performance. This was done by retargeting users with an SEM ad if they were on the XMedius website.

**Result**

StackAdapt proved to be a top performing channel and iProspect was able to increase lead volume by 147% while keeping CPA stable and maintaining lead quality. iProspect successfully introduced native advertising as an effective channel in their media mix.