Underclub’s campaign left them feeling fabulous about the results!

StackAdapt’s campaign execution was specifically tailored to the style and fit of their target audience.

Native Prospecting

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>CTR</td>
<td>0.78%</td>
</tr>
<tr>
<td>eCPC</td>
<td>$0.75</td>
</tr>
</tbody>
</table>

Display Retargeting

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>CTR</td>
<td>3.75%</td>
</tr>
</tbody>
</table>

Leveraging the creative strategists in conjunction with the precision targeting, the Underclub campaign achieved consistent results with its campaign strategy. It is invaluable to find a combination of technology and creative resources under one roof.

— Robert Brown
Content Director, Lyfe Media

The Agency

Lyfe Media

The Client

Underclub

The Goal

Underclub wanted to increase awareness with a beauty, fashion-conscious audience, enticing them to sign up for their monthly subscription service.

Execution

StackAdapt launched a native and display campaign targeting high-income males and females reading about luxury fashion and shopping online. Additionally, they targeted males who were shopping for gifts and birthday presents. Using a combination of third-party and custom segments to build their audience base, they retargeted anyone who visited the site with a monthly package offering.

Lyfe Marketing partnered with the StackAdapt Creative Studio to design display ad formats, putting at least 4 images into rotation, for this display prospecting campaign. Here are some examples of the display ads designed by Emerson Stake for Underclub’s campaign.

Lyfe Marketing was partnering with StackAdapt’s Creative Studio to design display ad formats, putting at least 4 images into rotation, for this display prospecting campaign. Here are some examples of the display ads designed by Emerson Stake for Underclub’s campaign.

Result

By consulting with the creative strategists, Lyfe Media was able to execute a number of creatives in rotation to contribute the high performing CTR for both the prospecting and retargeting tactics.

To learn more about StackAdapt Creative Studio, contact your StackAdapt Representative.