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>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>0.78%</td>
</tr>
</tbody>
</table>

Underclub creates highly engaging content on trending topics leveraging their suite of social media channels and 100% organically written content. Underclub retargets anyone who visited the site with a monthly package offering.

Leveraging the creative strategists in conjunction with the precision targeting, the Underclub campaign achieved a high performing CTR. The campaign strategy included a combination of technology and creative resources.

— Robert Brown

**The Agency**

Lyfe Media

**The Client**

Underclub

**Goal**

Underclub wanted to increase awareness for their beauty, fashion audience, attracting them to sign up for the monthly subscription service.

**Execution**

StackAdapt launched a native and display campaign targeting high-income males and females reading about fashion, luxury, and shopping online. Additionally, they targeted males who were shopping for gifts and birthday presents. Using a combination of 3rd-party and custom segments, the campaign strategy included a combination of technology and creative resources.

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 Creative Studio 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.