

MarketStorm AI discovered the optimal strategy for wine retailers in the digital world.

Digital marketing execution reaches consumers with a fine wine lifestyle.

 **\$650**
Average Purchase Value

 **400%**
ROAS

 **2.11%**
Conversion Rate

 **64 secs**
Time on Site



The StackAdapt platform is amazing. It is so robust that we can expand our targeting well beyond 3rd-party audiences and standard tactics. With so many quality resources and such great support, I can't imagine working with anyone else.

— **Carole Lawson**

Founding Partner and Data Scientist, MarketStorm AI

The Agency



MarketStorm AI is an Artificial Intelligence-based ad agency. MarketStorm AI works side-by-side with their clients' marketing group, connecting into their goals and objectives, using their creatives (or even offering up a few to their own). They are the AI back-office, complete with seasoned strategists and data scientists, for their clients. The goal of MarketStorm AI is to provide the same kind of ad placement results as the top ad agencies in the world.

The Client

As one of the top luxury wine retailers in the United States, this online retailer embraces the needs of the wine aficionado by curating collectible fine wines, made available through its fine wine digital platform.

Goal

The goal was to achieve purchase conversions of fine wines.

Execution

The StackAdapt campaign launched with 3rd-party audience targeting, specifically for high household incomes and within specific geographic locations. The CRM list from the client was also leveraged to achieve repeat wine sales. Lookalike audiences were generated and retargeting introduced as a tactic to feature the wine type and region from the site visit.

StackAdapt Creative Studio

Starting with the original creatives, the Creative Studio built out highly effective native ads and added animation to standard banner ads that featured identifiable visual elements for each wine region, including California, Italy and France. Here are examples of the creatives designed by StackAdapt's Creative Strategists:

Display Ads



Native Ads



Discover the Flavors of the Napa Valley

Explore the finest producers and vintages from your favorite wine regions.

[View more.](#)

Sponsored by A Luxury Wine Retailer



Enjoy the Best Collectible Wines from Bordeaux

Shop our extensive online fine wine selection from Bordeaux.

[View more.](#)

Sponsored by A Luxury Wine Retailer

Result

By leveraging the StackAdapt Creative Studio, and personalizing the creatives to appeal to the tastes of the wine connoisseur, MarketStorm AI achieved a 400% ROAS for their client.