### Background

Matrixx Shopper Marketing was looking for new, 360-degree marketing strategies to enhance their top-tier CPG clients’ awareness, engagement, and sales during key seasonal events. They were looking to drive brand awareness for their in-store and online audiences. To achieve these goals, they partnered with StackAdapt, a performance-first advertising platform that delivers highly differentiated, targeted, and engaging ad experiences to users based on their contextual needs and behaviors.

StackAdapt's technology allowed Matrixx Shopper Marketing to identify and target users with specific interests and behaviors during key seasonal events, ensuring that their advertising efforts were highly relevant and effective. This partnership helped Matrixx Shopper Marketing to deliver meaningful brand messaging and engage with their target audience in a meaningful way, leading to increased sales and brand awareness.

### Strategy

Matrixx Shopper Marketing used the following strategies to reach their KPIs:

- **Differentiated Targeting**: Across diversified inventory to balance scale, high completion rates and clicks.
- **A Multi-Channel Approach**: Using CTV, video, and in-banner video ads, Matrixx Shopper Marketing launched videos during the highest converting weekdays and times.
- **CTV with In-Banner Video**: Matrixx Shopper Marketing worked with StackAdapt's Creative Studio to create in-banner video units to deliver recipes to users who had previously completed a video view.
- **Page Context AI**: During the highest converting weekdays and times, Matrixx Shopper Marketing noticed that Page Context AI was the top performer, budget was shifted to support the higher CTR and VCR.
- **Retargeting With In-Banner Video**: Matrixx ran an inclusion list tactic to capitalize on performance.
- **Efficient and Successful Top-of-Funnel Awareness**: Using diversified targeting options through StackAdapt, Matrixx Shopper Marketing was looking for a tactic to support the higher CTR and VCR.
- **Work with the Team at Matrixx Shopper Marketing to Collaborate on Various Audiences and Video Channels**: Matrixx Shopper Marketing worked with Matrixx Shopper Marketing to collaborate on various audiences and video channels in both their prospecting and retargeting efforts. StackAdapt highlights their products and seasonal recipes, which were perfect for telling their brand story and engaging with their audience. By creating enticing and informative in-banner video units, we were able to speak to the critical interests of this audience. By creating engaging and informative in-banner video units, we were able to speak to the critical interests of this audience.

### Execution

Matrixx Shopper Marketing was looking to drive higher awareness for Challenge Butter during the holiday season. They came to us with video assets that they were planning to use during the busy holiday baking season—a time of year when a user's attention is difficult to achieve. Matrixx Shopper Marketing was looking for a way to get their ads in front of the right people by highlighting their products and seasonal recipes, which were perfect for telling their brand story and engaging with their target audience. We wanted to get our ads in front of the right people by highlighting their products and seasonal recipes, which were perfect for telling their brand story and engaging with their target audience.

### Results

With the help of bid factors, Matrixx chose to specify spending patterns in-platform and spend budget during the highest converting weekdays and times. The team moved more budget towards their Page Context AI tactic to support the higher CTR and VCR. Matrixx Shopper Marketing was looking for a tactic to support the higher CTR and VCR. StackAdapt In-Banner Video Ads

<table>
<thead>
<tr>
<th>KPI</th>
<th>Initial Results</th>
<th>Improved Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Completion Rate</td>
<td>1 sec.</td>
<td>1 sec.</td>
</tr>
<tr>
<td>Click-Through Rate (CTR)</td>
<td>0.14%</td>
<td>2.95%</td>
</tr>
<tr>
<td>Video Completion Rate (VCR)</td>
<td>85.25%</td>
<td>88.43%</td>
</tr>
</tbody>
</table>

### Summary

With the collaboration between the Creative Strategist at StackAdapt, Sarah Stephens, and the Chief Strategy Officer, Matrixx Shopper Marketing, CJ Pendleton, Matrixx Shopper Marketing was looking to drive higher awareness for Challenge Butter during the holiday season. We look forward to more creative and successful partnerships with StackAdapt and our clients.