Summary

Challenge Butter is looking to increase brand awareness during the highly-anticipated baking holiday season—a time when a user’s attention is difficult to achieve. Matrixx Shopper Marketing was looking to drive high video completion rates (VCR) and click-through rates (CTR) during key seasonal events. Matrixx Shopper Marketing was looking for a display ad platform with the ability to deliver brand-focused videos and a measured return on investment. The team noticed that Page Context AI was the top performer, budget was shifted to this tactic to capitalize on performance.

Strategy

To achieve their awareness KPIs, Matrixx Shopper Marketing leveraged connected TV and video channels in both their prospecting and retargeting efforts. StackAdapt worked with Matrixx Shopper Marketing to collaborate on various audiences and strategies, resulting in high VCR and CTR performance. With the help of bid factors, Matrixx chose to specify Context AI tactic to support the higher CTR and VCR benchmarks.

Background

Matrixx Shopper Marketing represents some of the nation’s largest and most well-known mom-and-pop grocers. Over the last 20 years, the company has spent its time focusing on helping advertisers, mixed with their outstanding support, enabled Matrixx to start to finish. They came to us with video assets that they were using in their traditional advertising efforts—perfect for telling their brand story and engaging with their target audience. By creating enticing and informative in-banner video units to retarget users who completed video views from their brand-focused videos, the campaign had a 1 sec. OLV Completion Rate, 98.31% CTV Video Completion Rate, 85.25% CPM while delivering their brand messaging through video.

Execution

Matrixx Shopper Marketing used the following strategies to reach their KPIs: working with StackAdapt’s Creative Studio to create in-banner video ads for Matrixx Shopper Marketing, leveraging Page Context AI tactic to support the higher CTR and VCR benchmarks for all KPIs, successfully driving brand awareness for Challenge Butter during the holiday season. We look forward to more holiday seasons with StackAdapt!