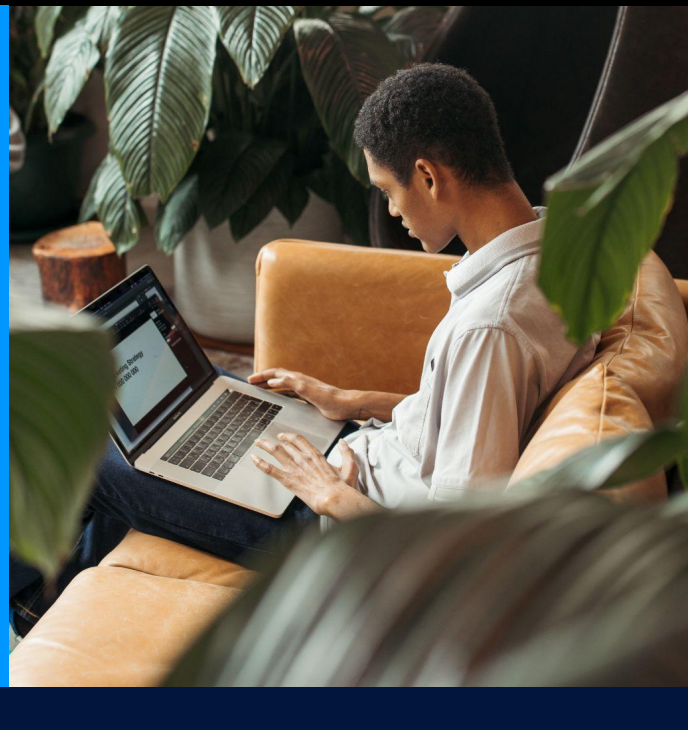


StackAdapt Technology Partnership Grows Media Revenue by 4x

API Partner Program



Summary

A B2B technology company identified a need to expand their capabilities into the world of programmatic advertising. Finding a future-proofed solution that would encompass buyer intent through a multi-channel lens was a top priority to enhance their already well-built solution. Partnering with StackAdapt through its API brought this vision to life, creating the company's most comprehensive platform offering to-date, while growing current media revenue by 4x in under a year. Today, this organic growth continues and will account for an estimated 20% of the company's overall revenue.



Partner Background

The partner company is a mid-market, marketing and communications platform. They allow marketers, brands and consultants to complete a variety of data-driven activities that accelerate time to purchase and enhance engagement with their end customers. They compete with leaders in the space by innovating with value that leads to revenue for their clients.



Industry Insight

Today, senior level marketers are expected to do more with less, shifting their SaaS partner requirements to favour platforms that provide a holistic capability set, as opposed to a niche scope. Partnering with a platform like StackAdapt can satisfy this need by building a complimentary revenue-generating function that allows access to multiple communication channels, all in one place.

StackAdapt as an API Partner



As an API partner, StackAdapt provides a simple, yet powerful on-ramp to extend the paid media capabilities of technology companies or help to build a programmatic platform quickly. With the expertise to work as an extension of your team, StackAdapt can help any company become an adtech company.



Ildar Shar

CEO at StackAdapt



In some way, shape or form, almost all platforms and technology companies are in the business of communication. End users of these platforms are increasingly needing ways to be proactive when acquiring, retaining, and growing their customer base. The StackAdapt partnership provides a turnkey solution and new revenue channel opportunity for any platform looking to build on this concept.

The Challenge

At the time of initial contact, the partner company had a basic ad product offering, which was built through a 3rd-party ad tech provider. However, it lacked the more advanced and future-proofed features that their larger clients needed, leading to a loss of potential revenue and placing their advertising capability on the backburner.

It became clear that in order to enhance their position in the industry and generate meaningful revenue from their ad product, they needed to create a solution that met these two requirements:

1

Form a single view of the buyer journey in one platform.

2

Provide the tools for users to better acquire, retain and grow their client base.

The Solution

With the internal mission of "growth through value" and the needs of their end user clear, the company identified a substantial opportunity to take their core product offering and combine it with a highly advanced, user-friendly and future-proof ad product.

Scalability, category leadership and speed to integrate were all important considerations in the company's decision process. As an API Partner, StackAdapt exceeded expectations in all three areas by providing:

1

A robust and easy-to-use platform that is constantly evolving to incorporate new features and emerging cookieless targeting solutions.

2

Fast and well-supported implementation to get up and running very quickly.

3

The ability to handle the heavy lifting of scaling across a global organization with a complex ecosystem of brands, products, cultures, systems, and technology.

With these initial infrastructure needs intact, the partner company worked with StackAdapt to update their capability offerings in marketing materials, highlighting some of the unique benefits that this new partnership offered its end users. Among them was the speed, accuracy and match rates of the 1st-party data activation tools offered by StackAdapt, which increased efficiency of CRM onboarding by 80%.

Results

With the StackAdapt API Partner Program, the partner company has transformed into an industry-leading sales and communication platform, competing for some of the largest budgets in the industry. While they had a good initial core offering, the company's partnership with StackAdapt dramatically elevated their onboarding of clients and provided personalized messaging across all of their core channels. Not only were they able to provide their clients with a 360-degree view of all of their communication efforts, they were able to ultimately create a long-term method of onboarding, retaining, and growing their client base to reach their internal goals.



Ben Brodie

Director of Channel Partnerships at StackAdapt



Developing successful partnerships isn't just about proving a value proposition. It's the work at the ground level—like integrating the two systems, training and enabling sales teams and customers for success—that makes all the difference. Our teams have spent a lot of time in this area creating a friendly API along with full training, product and sales support throughout the process. We are there as a partner through the entire lifecycle—from connection to hyper-growth.

Paid media is on track to be one of the fastest growing and largest revenue streams that the partner company has seen in years. Deeper integrations with StackAdapt are underway to continue to power their success in this area of growth.