

A strong, healthy digital strategy that drove pure results!

Purefico MedSpa could see the difference with StackAdapt's campaign execution to achieve high local market exposure.



56 sec

Average time on site



62.54%

Video completion rate



Our decision to run this campaign on StackAdapt was based on access to its team of Creative Strategists, among the many other benefits we've experienced with this platform. Leveraging Creative Studio took some pressure off of our team, while still allowing us to deliver great creatives to a very satisfied client.

— **Gregg Boyer**

Digital Marketing Manager, Red Moon Marketing

The Agency



Founded in 2002, Red Moon Marketing is a full service marketing agency in Charlotte, North Carolina, providing effective, innovative and efficient marketing solutions with the highest priority of quality, customer service and return on investment. Their philosophy pairs creativity of thought and design with uncompromising customer service to build lasting, mutually beneficial relationships with their clients.

The Client



Purefico is a comprehensive wellness center that offers dynamic solutions to problems related to overall health, pain, performance, weight loss, detoxification and beauty. Their entire team is and will be dedicated to ensuring every client that walks in leaves feeling rejuvenated and better than when they entered their center.

Goal

Purefico MedSpa wanted to increase awareness in their local market, enticing new customers to book an appointment.

Execution

StackAdapt launched a multi-channel campaign strategy, incorporating native, display and Connected TV (CTV), targeting anyone reading about weight loss, botox and facials who had visited a competitor or spent time in co-located luxury neighbourhoods (luxury audiences). By using a strict geo and custom segments with competitive conquering tactics, Purefico was able to achieve their goal.

StackAdapt Creative Studio

Red Moon Marketing partnered with the StackAdapt Creative Studio to design native and display ad formats that would complement Purefico MedSpa's existing and effective video/CTV assets, to create a cohesive brand message and experience throughout the customer journey. The display ads were used to support retargeting, and the native ads for prospecting tactics. Here are examples for 2 of the native ads designed by Creative Studio for Purefico's campaign.



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Result

By leveraging the StackAdapt Creative Studio, Red Moon Marketing was able to execute a multi-channel strategy for Purefico MedSpa, increasing the average time on site to nearly a minute.