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
82.54%
Video completion rate

For 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.

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The Agency

Founded in 2002, Red Moon Marketing is a full-service marketing agency in Charlotte, North Carolina, providing effective, innovative and efficient marketing exposure 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, appearance, weight loss, detoxification and beauty. Their entire team is and will be dedicated to ensuring every client leaves feeling rejuvenated and better than they entered their center.

The Goal

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

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 conquesting tactics, Purefico was able to achieve their goal.

The Execution

Red Moon Marketing partnered with the StackAdapt Creative Studio to design native and display ad formats that would complement Purefico MedSpa’s existing video and effective native CTV assets, to create a cohesive brand message that reinforced the customer’s 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.

Ready for My Close Up
Summer is on its way and you want your skin looking its best! Make treatment affordable with Xeomin injectables for only $8.99/unit! Find out how.

Want to Treat Yourself but Not Sure What to Get?
Feel like getting your own Mr Right and Mr Perfect? Let us help! Expert cosmetic treatments for your needs. View services.

To learn more about StackAdapt Creative Studio, contact your StackAdapt Representative.