The Agency

Rise Interactive was drawn to StackAdapt's high-quality inventory, detailed targeting options, dedicated customer support, and unique engagement tracking. Via StackAdapt’s platform, Rise deployed a CPM bidding strategy while optimizing the cost per engagement (CPE), a pricing model where advertisers pay only for users who spend 15 or more seconds reading the content. By doing so, Rise was able to fully leverage StackAdapt’s back-end attention-optimization capabilities.

Goals

Rise Interactive was tasked with developing a full-funnel media strategy for the advertiser and included native advertising to drive awareness and engagement that would eventually lead to the advertiser’s direct response goal of appointment requests.

Strategy

In order to measure the success of user engagement, Rise selected secondary KPIs for each ad unit: average time on site, increased page views per session, and lower bounce rates. The metrics’ correlation with high quality and engagement set in motion making engagement the key metric that would ultimately move their goals.

The content added value to prospective patients by detailing proactive treatments, as well as best practices for preventing and managing injuries.

Laura Loveless

Associate Director, Display, Rise Interactive

‘We were able to target and engage multiple personas with StackAdapt via varied creative messaging and advertiser content. Their platform took care of relevant, high-quality site placements, in addition to contextual, behavioral, and geographic targeting. StackAdapt’s platform differentiators are what allowed our team to implement a multi-faceted media strategy for the advertiser’

Results

The campaign achieved an average time on site of over 2 minutes, showing both high user engagement and content relevancy.

All for under cost. Rise was pleased to see that the average cost per engagement was only 5x higher than the industry rate for search ad clicks.

The StackAdapt platform was easy for my team to use in campaign set-up and optimization. With the quality of service and the performance results exceeded our expectations. Native advertising provided a cost-effective method of driving user engagement and site traffic.’

Laura Loveless

Associate Director, Display, Rise Interactive

Active Content Distribution Yields Healthy Results

Driving engagement in healthy living through highly-targeted native advertising.