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

The Agency: Rise Interactive


definition of terms

Average time on site: 2 minutes
Less expensive: 5x
Per engagement: $1.15

Goals

Laura Loveless
Associate Director, Display, Rise Interactive

"We were able to target and engage multiple personas with StackAdapt through various 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."

Strategy

Rise was able to take full advantage of StackAdapt's base-level attention-optimization capabilities.

"Through StackAdapt, Rise deployed a CPM bidding strategy while optimizing towards 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 take full advantage of StackAdapt’s base-level attention-optimization capabilities."

Results

The campaign achieved an average time on site of over 2 minutes, demonstrating high user engagement and content relevance.

"As for media cost, Rise was pleased to see that the average cost per engagement was only 5x the baseline rate for search ad clicks."

"Laura Loveless
Associate Director, Display, Rise Interactive

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

-- Laura Loveless
Associate Director, Display, Rise Interactive

Active Content Distribution Yields Healthy Results

A leading group of healthcare professionals were looking to increase engagement with their content and utilizing focused locations in their health care locations. In 2016, they partnered with Rise Interactive, a full-service digital marketing agency specializing in media, analytics, and customer experience, to develop a plan to target advertising to reaching and educating their target audience.

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

-- Laura Loveless
Associate Director, Display, Rise Interactive

Contact your StackAdapt Representative to get started.