The Agency

Rise Interactive was drawn to StackAdapt’s high-quality inventory, detailed targeting options, dedicated customer support, and unique engagement tracking. Through StackAdapt, Rise deployed a CPM bidding strategy while optimizing toward 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 back-end attention-optimization capabilities.

Results

The campaign achieved an average time on site of over 2 minutes, showing both high user engagement and content relevancy. As for media cost, Rise was pleased to see that the average cost per engagement was only $1.15, five times less than the industry rate for search ad clicks.

Goals

Rise Interactive was tasked with developing a campaign plan to assist the advertiser in reaching and educating their target audience.

Laura Loveless

Associate Director, Display, Rise Interactive

We were able to target and engage multiple personas with StackAdapt through various creative messaging and advertising content. Their platform took care of relevant, high-quality site placements, in addition to contextual, behavioral, and geographic targeting.

Strategy

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ACTIVE CONTENT DISTRIBUTION

YIELDS HEALTHY RESULTS

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

The StackAdapt platform was easy for my team to use in campaign set-up and optimization. This high level 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

Contact your StackAdapt Representative to get started.

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2m Average time on site
$1.15 Per engagement
$5 Loss less effective

A leading group of healthcare professionals were looking to increase engagement with their content and ultimately boost traffic to their health care locations. In 2016, they partnered with Rise Interactive, a full-service digital marketing agency specializing in media, analytics, and customer experience. Rise was tasked with developing a campaign plan to assist the advertiser in reaching and educating their target audience.

Rise recommended a split funnel media strategy and included native advertising to drive awareness and engagement that would eventually lead to the advertiser’s direct response goal of appointment requests.

In order to measure the success of user engagement, Rise selected secondary KPIs for each variant such as longer time-on-site, increased page views per session, and lower bounce rates. The metrics used were high quality and education-based in order making engagement the key metric that would ultimately meet their goals.

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

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