Serino Coyne Receives Standing Ovation for Campaign Performance

StackAdapt native had the highest ROI and CTR on the media plan outside of banner retargeting, using both retargeting and prospecting tactics. The video campaign had an average 74% completion rate, which was 214% higher than YouTube’s completion rate running the same videos. The ads were not only effective, but were served on relevant and brand safe sites like the Washington Post, Pop Sugar, and The Huffington Post. StackAdapt Helps Serino Coyne Achieve a 20% Conversion Rate for New York’s Lincoln Center for the Performing Arts.

Delivering the right content to the right audience in a non-disruptive way is the secret to a successful digital campaign and StackAdapt achieved exactly that. Plus, there’s no monthly minimum spend which gives our campaign more flexibility.

— Haley Barton
Associate Media Director, Serino Coyne

With StackAdapt’s qualified audience pool (Custom Audience Segments) and in-feed native ads, we were able to drive high brand awareness and ticket sales for Lincoln Center. It was definitely a win-win campaign.”

— Hailey Barton
Associate Media Director, Serino Coyne

When it comes to programmatic media buying, brand safety is extremely important to Serino Coyne and our clients. StackAdapt provided full data and domain transparency that assured campaign quality for our client.

— Kailey Smith
Digital Media Planner/Buyer, Serino Coyne

StackAdapt targeted users actively showing interest in ballet and performing arts using in-feed video ads, driving traffic to the Lincoln Center website.

StackAdapt then drove ticket sales by retargeting people who viewed the video and those who visited the homepage with native ads.

The Agency
Serino Coyne

The Client
Lincoln Center for the Performing Arts

Goal
Serino Coyne’s goal was to use programmatic native and video to drive awareness of upcoming events and increase ticket sales.

Execution

CTR on Video Ad Using Custom Audience Segments
0.35%
CTR on Native Ad Using Custom Audience Segments
0.18%
Conversion Rate Across the Campaign
20%

Target Audience
In-Feed Video Ads
Lincoln Center Website
Ticket Sales
Native Retargeting

Result
StackAdapt native had the highest ROI and CTR on the media plan outside of banner retargeting, using both retargeting and prospecting tactics. The video campaign had an average 74% completion rate, which was 214% higher than YouTube’s completion rate running the same videos. The ads were not only effective, but were served on relevant and brand safe sites like the Washington Post, Pop Sugar, and The Huffington Post.

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Contact your StackAdapt Representative to get started.