

Serino Coyne Receives Standing **Ovation for Campaign Performance**

StackAdapt Helps Serino Coyne Achieve a 20% Conversion Rate for New York's Lincoln Center for the Performing Arts.



20%

Conversion Rate Across the Campaign



0.35%

CTR on Video Ad Using Custom Audience Segments



0.18%

CTR on Native Ad Using Custom Audience Segments



successful digital campaign and StackAdapt achieved exactly that. Plus, there's no monthly minimum spend which gave our campaign more flexibility.

Delivering the right content to the right audience in a non-disruptive way is the secret to a

Hailey Barton Associate Media Director, Serino Coyne

The Agency

serino coyne

entertainment. Their data-driven and results-oriented campaigns are as engaging as the experiences they represent.

Serino Coyne is a full-service advertising agency dedicated to live

The Client Lincoln Center

center in New York City that develops and presents the finest and brightest in all types of performing arts to a diverse audience drawn from all walks of life.

Lincoln Center for the Performing Arts is a major performing arts

Goal

to drive awareness of upcoming Lincoln Center shows and to drive ticket sales.

Serino Coyne's goal was to use programmatic native and video



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sales for Lincoln Center. It was definitely a win-win campaign." Hailey Barton Associate Media Director, Serino Coyne

With StackAdapt's qualified audience pool (Custom Audience Segments) and in-

feed native video units, we were able to drive both brand awareness and ticket

Execution Using StackAdapt's 1st-party intent-based Custom

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Lincoln

Center

Website

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

Segments, the agency targeted internet users interested in

and deployed an integrated targeting and retargeting strategy

ballet and performing arts in the Greater New York area,

3 StackAdapt then drove ticket sales by retargeting people who viewed the video

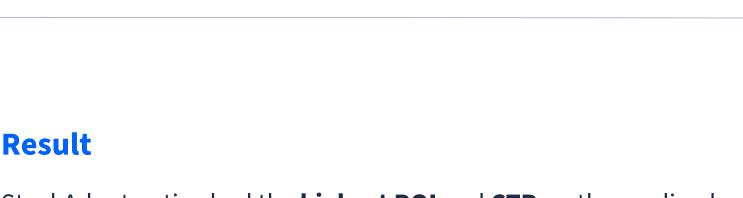
traffic to the Lincoln Center website.

Serino Coyne collected user data from this direct

and those who visited the homepage with native ads.

Native

Retargetin



Target

Audience

In-Feed

Video Ads

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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— Kailey Smith Digital Media Planner/Buyer, Serino Coyne

important to Serino Coyne and our clients. StackAdapt provided full data and

When it comes to programmatic media buying, brand safety is extremely

domain transparency that assured campaign quality for our client.

StackAdapt **Contact your StackAdapt Representative to get**

started.