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 at the right time is vital to a successful digital campaign and StackAdapt helped us do exactly that. Plus, there’s been a weekly increase in unique visitors on our campaign page.

— Matthew Barton

The Agency
Serino Coyne is a full-service advertising agency dedicated to live entertainment. Their data-driven and results-oriented campaigns are engaging for the consumers they represent.

The Client
Lincoln Center for the Performing Arts is a major performing arts center in New York City that develops and promotes the finest and brightest in all types of performing arts for a diverse audience drawn from all walks of life.

Goal
Serino Coyne’s goal was to use programmatic Native and video to drive awareness of upcoming Lincoln Center shows and to drive ticket sales.

Using StackAdapt’s 1st-party intent-based Custom Segments, the agency targeted internet users interested in ballet and performing arts in the Greater New York area, and deployed an integrated targeting and retargeting strategy using both video and native ads respectively.

Execution
1. StackAdapt targeted users actively showing interest in ballet and performing arts using in-feed video ads, driving traffic to the Lincoln Center website.
2. Serino Coyne retargeted users who viewed the video and those who visited the homepage with native ads.
3. StackAdapt drove ticket sales by retargeting people who viewed the video.

Result
Serino Coyne collected user data from this direct traffic to the Lincoln Center website.

Target Audience
In-Feed Video Ads

Lincoln Center Website

Ticket Sales

Native Retargeting

Conversion Rate Across the Campaign

20%

CTR on Video Ads Using Custom Audience Segments

0.35%

CTR on Native Ads Using Custom Audience Segments

0.18%

Conversion Rate Across the Campaign

20%

Serino Coyne’s qualified audience pool (Custom Audience Segments) and in-feed native video ads, are serving in both ad slots, which helped drive traffic to the Lincoln Center website.

Contact your StackAdapt Representative to get started.