

# Shift Communications Increases Advertising Efficiency with StackAdapt

## Background



Shift Communications is a top-tier PR and marketing firm based in Boston with offices in New York, Austin and San Francisco. In 2015, Shift partnered with StackAdapt to add native to their digital marketing strategy. The result: beautiful and seamless user experience across mobile and desktop, increased ad viewability and greater impact for advertisers.

Prior to 2015, the majority of Shift's digital advertising efforts were focused on Google AdWords. "We had a lot of experience with all of these different platforms, but the one thing we didn't have a good answer for was native," says Christopher Penn, Vice President of Marketing Technology.

In order to remedy this, Shift Communications surveyed the native advertising landscape, familiarized themselves with the players, and tested a few platforms to see how they performed..



StackAdapt produced a solid volume of traffic, a very low cost-per-click (CPC), and a very high click-through-rate (CTR)—about double what we were seeing through some of our other display partners," Penn says. "We decided that we had to make StackAdapt a part of our marketing toolkit.

— Christopher S. Penn

VP of Marketing Technology, SHIFT COMMUNICATIONS

## Strategy and Execution

Today, StackAdapt is an integral part of Shift Communication's advertising strategy. Importantly, Shift has been able to implement StackAdapt in all three "use cases" of their digital advertising offering: syndication, brand awareness and direct response or lead generation. The versatile nature of programmatic native advertising ensured that it could help Shift achieve a variety of objectives—including sending a large volume of traffic to a content or landing page or ensuring a high click-through rate.

Shift Communications views programmatic native advertising as integral to the future of its advertising solutions. In particular, Shift has been impressed with StackAdapt's sophisticated targeting capabilities.

"With all the great targeting and segmentation, with StackAdapt we can identify who we want and from where." Penn explains.



### Christopher S. Penn of Shift Communications



I care about results—and the results have been great. StackAdapt produced a solid volume of traffic, a very low cost-per-click and a very high click-through rate—about double what we were seeing through some of our other display partners.