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.

“We’ve been able to achieve great targeting and segmentation with StackAdapt, which is one of the reasons why we continue to use it,” 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.

Contact your StackAdapt Representative to get started.

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