Silicon Valley Growth Agents’ campaigns executed on the precise customer journey for both the luxury and price conscious traveller.

### The Agency
Silicon Valley Growth Agents (SVGA) is a full-service digital agency. Their approach moves beyond B2B and B2C to a refreshing customer-first strategy. They use a vast proprietary data source to build fully realized customer profiles, powering highly targeted, omnichannel campaigns that build trust and connect to customers as people. They focus on one key metric—ROI. Which is why their fee structure is performance based.

### The Clients
- **Travelpro**: Makes high quality premium luggage for experienced travellers. As inventors of the Original Rollaboard, Travelpro makes the garment bags, suitcases, executive briefcases, rolling travel duffel bags, totes and backpacks that are the choice of more than ninety airlines and millions of frequent travellers worldwide.
- **SWISSGEAR**: For decades SWISSGEAR has been innovating the way people handle life on the go with smart design, superior quality luggage, laptop backpacks, and travel gear meant to deliver performance and style. SWISSGEAR continues to ensure whatever you need travels easily, safely, and stylishly with you.

### StackAdapt Creative Studio
The campaigns really flipped into high gear once the Creative Studio was introduced. The StackAdapt Creative Studio prepared dynamic retargeting ads, HTML5 carousel ads and HTML5 hotspot ads, and incorporated more creatives to run in rotation, creating an always-on personalization engine. From that point onwards, the conversion rates continued to double every month. Here are examples of before and after creatives designed by StackAdapt’s Creative Strategists:

### Goal
The goal for both campaigns was for Silicon Valley Growth Agents to achieve conversions for their Travelpro and SWISSGEAR clients.

### Execution
StackAdapt launched approximately 2 to 3 campaigns a month for both Travelpro and SWISSGEAR. First-party, custom segments and 3rd-party audiences were used for targeting tactics at the top of the funnel to achieve general awareness. Then, various retargeting tactics were employed for site-wide retargeting with a 30-day recency. Additional demographics and psychographics were layered on, taking into consideration the value and target market for each of the goods being sold—for example, high household income, luxury travellers for Travelpro.

### Result
By leveraging the StackAdapt Creative Studio, Silicon Valley Growth Agents delivered surpassed KPIs for both campaigns:

<table>
<thead>
<tr>
<th>The Clients</th>
<th>TravelPro ROAS</th>
<th>SWISSGEAR ROAS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week1</td>
<td>38%</td>
<td>17%</td>
</tr>
<tr>
<td>Week2</td>
<td>73%</td>
<td>32%</td>
</tr>
<tr>
<td>Week3</td>
<td>91%</td>
<td>94%</td>
</tr>
<tr>
<td>Week4</td>
<td>194%</td>
<td>123%</td>
</tr>
<tr>
<td>Week5</td>
<td>215%</td>
<td>118%</td>
</tr>
<tr>
<td>Week6</td>
<td>562%</td>
<td>151%</td>
</tr>
</tbody>
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