I think our objective really was to get the video in front of as many people as possible because we knew that once the video was out there it would blow up—because it’s really good content. My original goal was to focus on one demographic at a time, but the campaign performed so well that we didn’t need to.

— Mitch Wapner
Senior Account Manager at TakePart

To reach relevant audiences Progresso tasked TakePart with hosting the video content on their site in order to reach all organic visitors and to drive users to their content via native advertising.

To accomplish the latter, TakePart chose StackAdapt’s native advertising channel, which aligned well with their objectives and allowed them to reach audiences on contextually relevant sites in the Food & Drink vertical.

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The campaign performed really well. YouTube is great for distribution, but you can’t really associate ‘views’ to any specific people—and we drove millions of views. We actually saw an increase in views on Progresso’s channels. They were happy with it and we were happy with it. StackAdapt really helped us achieve our goals!

— Mitch Wapner
Senior Account Manager at TakePart

Contact your StackAdapt Representative to get started.