tbk Creative ran native and interactive display ads side by side in StackAdapt and achieved slick results for its client Jiffy Lube® Ontario.

- **Goal**
  - tbk Creative had not run native ads previously for Jiffy Lube® and was curious about its performance versus display. With our experience as a multi-channel DSP, tbk Creative reached out to StackAdapt to run both interactive display and native advertising to determine if they could see a lift in performance.

- **Execution**
  - The Client
    - Jiffy Lube®, pioneered the fast oil change industry in 1979 and has created major advancements in automotive preventative maintenance services that help consumers quickly, conveniently and confidently maintain their vehicles. With about 2,000 franchised locations in North America, and over 135 in Canada, Jiffy Lube® services approximately 24 million customers each year.
    - Jiffy Lube® creative and sales teams agreed to test Jiffy Lube® services coupon—$8 dollars off a customer’s oil change via a corporate landing page.
  - Using StackAdapt’s 1st-party intent-based Custom Segments, tbk Creative targeted internet users in Southwestern Ontario and the Greater Toronto Area who were reading about topics relevant to motor oil and car maintenance. Demographic targeting was then layered over the Custom Segments to maximize the results.

- **Result**
  - Driving home the effectiveness of native and Custom Segments, tbk Creative decreased the CPA by 80% with native versus display, while increasing conversion rates by 78%.