A Game Changer: the7stars’ Winning Combo
With StackAdapt

By leveraging StackAdapt's proprietary contextual solution, Page Context AI, and creative ad formats, the7stars generated awareness for Nintendo’s new Pikmin 4 game.

The team harnessed creative ad formats like scratch and reveal, skillfully crafted by the Creative Studio, to elevate engagement and click-through rates in hyper-relevant environments. As a result, the campaign exceeded the7stars’ reach targets and achieved an impressive 1% click-through rate (CTR).

Results

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>CTR</td>
<td>1%</td>
</tr>
<tr>
<td>Overall impressions</td>
<td>3.5M</td>
</tr>
</tbody>
</table>

Summary

For the agency, this outcome validated the value of contextual solutions like StackAdapt's Page Context AI and Keyword Rule Targeting.

Challenge

the7stars’ goal was to build up excitement for the upcoming Nintendo Switch game, Pikmin 4. Their objective was not only to lead discussions surrounding Nintendo Switch launches but also to do so in a manner that allowed them to have control and gain valuable insights into the environments they influenced.

Strategy

By leveraging StackAdapt’s contextual advertising capabilities along with interactive ad formats from the Creative Studio, the7stars exceeded their reach goals by 120%. The campaign was set to foster engagement within hyper-relevant gaming environments, emphasizing a strategic approach to capture the target audience's attention and interest.

Page Context AI

Page Context AI ensured that ads were displayed in environments closely related to gaming. This ensured placement in hyper-relevant contexts to capture a receptive and engaged audience.

Keyword Rule Targeting

Keyword Rule Targeting enabled precise ad placement based on specific keywords associated with the game, maximizing audience relevance.

Creative Studio Ads

Creative Studio Ads

Execution

Effective targeting and creative ad formats, along with StackAdapt’s Page Context AI and Keyword Rule Targeting, ensured that ads were displayed on the right platforms and in the right environments, enhancing user engagement and leading to a 400% increase in unique CTRs.

Outcomes

The7stars’ campaign for the Nintendo Switch Pikmin 4 game demonstrated exceptional performance, exceeding the CTR goal by 400%.

Reach out to the StackAdapt team for more information.