The Stable: a commerce agency that incubates and grows direct-to-consumer (DTC) e-commerce market. Since working together, The Stable and StackAdapt have driven an impressive increase in conversions and sales revenue, surpassing their ROAS goals and achieving unimaginable scale for Pit Viper beyond the US, and into global markets.

Strategy

The StackAdapt Creative Studio developed custom countdown ads to the brand’s retro design. By placing a pixel on the Pit Viper site, The Stable leveraged a lower-funnel retargeting tactic to bring users back to site and complete a conversion. By collecting conversion data, The Stable was able to expand their targeting to other countries outside of the US. Some new targeting tactics included 3rd-Party Audience targeting composed of Pit Viper’s repurposed search terms, were used to cast a lookalike audience of purchasers and contextual targeting. They also placed the StackAdapt Universal Pixel on the Pit Viper site to enable engagement tracking.

Creative Studio Countdown Ads

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Execution

Pithe have not leveraged the following strategies to reach their KPIs:

- Incorporating Page Context AI capabilities, The Stable was looking to hit their 400% return on ad spend goal for the Pit Viper assets. Finding a platform that was able to run unique, attention-grabbing ad units that blend easily into their brand’s retro design was key.
- StackAdapt machine learning and AI enabled The Stable to optimize toward the direct-to-consumer (DTC) e-commerce brands trying to fight for consumer attention. We thought of a strategy that was hyper-customized to the products they were advertising, and approached relevant users with a message that would appeal to their ideal user. To ensure maximum reach and conversions, a mix of strategies was employed. The Stable first launched native campaigns with StackAdapt, capitalizing on the ability to customize their creatives with witty headlines, body copy, images and a call to action (CTA). The Stable leveraged the following strategies to reach their KPIs:

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