The Stable was looking to reach new audiences in different ways to meet their ROAS goal. Finding a new way to target users who would appeal to their ideal user. To ensure maximum reach and conversions, a mix of strategies was incorporated that would appeal to their ideal user. Working with the team at The Stable has been a labour of love. The company's foundation is built on a commitment to deliver the optimal blend of style and performance. They will always deliver the optimal blend of style and performance.

The Stable leveraged the following strategies to reach their KPIs:

- StackAdapt Universal Pixel on the Pit Viper site to enable engagement tracking.
- A lookalike audience of purchasers and contextual targeting. They also placed the StackAdapt to test out new creatives from the Creative Studio, new targeting tactics and capabilities. The Stable leveraged the following StackAdapt features to reach their KPIs:
  - Retargeting, which caught the eye of their target user. Lower-funnel display tactics such as countdown units and dynamic creative units to people browsing products on the Pit Viper site, generated a click-through rate (CTR) increase of 110% compared to the previous month.
  - Page Context AI. The Stable leveraged a lower-funnel retargeting method to serve ads to people browsing web pages relevant to every product category. The StackAdapt Creative Studio worked with The Stable to launch custom countdown ad units to people browsing Pit Viper's products. The new ad units were designed to be high-performing and engaging ad units that blend easily into the ad environment.

Following the success of their initial test, The Stable has continued to grow their partnership with StackAdapt and has expanded their original targeting to include new tactics and geographic targets. The Stable has continued to optimize their media plan and has seen significant improvements in conversions and sales revenue, surpassing their ROAS (return on ad spend) goal in the competitive direct-to-consumer (DTC) e-commerce market.

The Stable and StackAdapt have driven an impressive increase in conversions and sales revenue, surpassing their ROAS goal in the competitive direct-to-consumer (DTC) e-commerce market. Since working together, The Stable has expanded their original targeting to include new tactics and geographic targets. They continue to drive conversions and sales revenue, surpassing their ROAS goal in the competitive direct-to-consumer (DTC) e-commerce market.

The Stable was looking to hit their 400% return on ad spend (ROAS) goal in the competitive direct-to-consumer (DTC) e-commerce market. Since working together, The Stable has expanded their original targeting to include new tactics and geographic targets. They continue to drive conversions and sales revenue, surpassing their ROAS goal in the competitive direct-to-consumer (DTC) e-commerce market.

The Stable was looking to reach new audiences in different ways to meet their ROAS goal. Finding a new way to target users who would appeal to their ideal user. Working with the team at The Stable has been a labour of love. The company's foundation is built on a commitment to deliver the optimal blend of style and performance. They will always deliver the optimal blend of style and performance.