Summary

White Spider was on the lookout for a solution that could speed up and enhance their current media buying process. The multi-channel, sequential retargeting platform StackAdapt’s machine learning tools and performance-based budgeting capabilities set them apart from their competitors. White Spider was confident that this technology would empower them to automate the performance of their campaigns and adapt their strategies accordingly.

Background

In the ever-changing world of today’s media, it’s necessary to discover new strategies to keep up with the competition. StackAdapt became the bolster they needed to drive tremendous success in their campaign performance.

Challenge

White Spider was on the search for a partner that could support them in navigating the fragmented digital landscape with enthusiasm and an understanding of programmatic strategy and digital-first campaigns.

Strategy

Using a bottom-funnel strategy to drive users to site, White Spider leveraged native and demand-side programmatic tactics to keep CPM costs low while encouraging clicks to site. This gave the StackAdapt platform a campaign group budget.

Deducing Retargeting

White Spider worked with StackAdapt to set up different audiences and target them separately, all while leveraging data and machine learning algorithms to optimize spending on CPA performance per channel. StackAdapt’s Performance-Based Budget Allocation allows for a balance of budgets based on CPA performance per channel for each campaign group budget.

Deducing Performance

White Spider’s B2B audience was engaged with StackAdapt’s performance-based CPE pricing. They leveraged a CPM bid with a CPE goal to optimize their tactics using machine learning tools. With this platform, they were able to offer competitive offerings such as Cost Per Engagement (CPE) modeling and Cost Per Completed View (CPCV), which offers peace of mind to clients as they know they’re not wasting impressions with CPMs.

Execution

From their first test with StackAdapt, White Spider gathered valuable insights and set up sequential retargeting tactics. They set up sequential retargeting tactics to keep CPM costs low while encouraging clicks to site. This gave the StackAdapt platform a campaign group budget.

Results

As a result of their collaboration with StackAdapt, White Spider was able to increase engagement, reach, and time on site, execute their campaigns. Through StackAdapt, they were able to increase time on site by 42 seconds, increase average time on site by 1.3 million, increase user reach by 40%, and increase cross-channel CTR lift by +40%.