Summary

Background

Zero Bore is a company looking to deliver their innovative product to consumers, but they were struggling to find the right target audience. They wanted to increase brand awareness, but they didn’t know where to start. With over 100 years of experience, Scotts Miracle-Gro is well known for their environmentally friendly consumer lawn and garden products. They wanted to leverage their reputation as an environmentally conscious company and use this to drive awareness for their new messaging.

Challenge

In order to maximize user reach, Zero Bore leveraged behavioral Interest and Intent segments, as well as demographic and 3rd-party audience segments, available in the StackAdapt Third-Party Catalogue. They targeted the following audience groups:

- Homeowners
- Parents
- Environmentalism
- Interest in Lawn and Garden Care
- Millennials
- Neutral
- Zeno Group

In order to capitalize on top performers, Zero Bore and Zeno Group identified and optimized various video and supply source variations and focusing on top performing messaging periods.

Strategy

To further analyze the value of this campaign, Zeno Group used StackAdapt to track their campaign results, including:

- Performance:
  - CTR
  - VCR
  - eCPM
  - eCPCV
- Spend:
  - Renewal List Study
  - Brand Attributes
  - Bid Factors
  - Supply Sources

Execution

Zeno Group and the StackAdapt team utilized the following optimization strategies in order to capitalize on top performers:

- Adjusting campaign parameters such as creatives, supply sources, and supply source from desktop to CTV.
- Leveraging video and CTV channels in order to drive an impactful brand message with Zeno Group.
- Collaborating with the StackAdapt team to identify and optimize top performing messaging periods.

Results

The results of this campaign were impressive:

- Zero Bore exceeded Scotts Miracle-Gro's goals of VCR and efficient CPM overall, while driving strong awareness of the intersection of brand and corporate reputation, helping to increase brand perception.
- Zero Bore also confirmed that their StackAdapt campaign (on desktop) significantly impacted the perception of consumers on Scotts Miracle-Gro as much as 25.6 points compared to their surveys.
- Through one of StackAdapt’s third-party attribution frameworks, Zero Bore was able to see additional data that proved their impact on consumer perceptions.
- Zeno Group exceeded Scotts Miracle-Gro’s goals of VCR and efficient CPM overall, while driving strong awareness of their new messaging to their audience.

Zeno Group and the StackAdapt team are looking forward to continuing their partnership together! Contact your StackAdapt Representative to get started.