Summary

Zeno Group and the StackAdapt team utilized the following optimization strategies throughout the campaign lifespan:

- Product and domain-level optimized audiences
- Supply sources
- Bid factors
-creative
- Video completion rate (VCR)
- Cost-per-impression (CPM)

Zeno Group exceeded Scotts Miracle-Gro’s goals of VCR and cost-efficient CPM overall, while driving strong awareness of the Scotts Miracle-Gro’s brand with the “GroMoreGood” value & messaging. Historically, Scotts had been misinterpreted as being non-environmentally friendly, and the Zeno Group stepped in to change that.

In an upper funnel awareness campaign for Scotts Miracle-Gro, Zeno Group worked with StackAdapt to help reinforce Scotts’ new “GroMoreGood” messaging. The aim was to positively impact consumer perception by solving today’s business challenges for their clients. The 30% increase in campaign performance exceeded the client’s expectations. As a result, Zeno Group was able to create a measurable impact, which was proven through their brand lift study.

Through their brand lift study, Zeno Group was able to identify the following performance metrics:

- A/B tested, such as native creatives was a focus for Scotts Miracle-Gro which drive user awareness and impact public perception.
- Testing different ad variations and focusing on the “GroMoreGood” video.

Agree: “GroMoreGood Everywhere” uses the following message:

“GroMoreGood Everywhere”

Not Sure:

“GroMoreGood Everywhere”

Disagree:

“GroMoreGood Everywhere”

Strategic Optimization

- Campaigns were focused on increasing VCR, CPM efficiency, and brand lift.
- The use of A/B testing and optimization of creatives was a key focus.

Execution

Through their brand lift study, Zeno Group was able to determine the top in-platform insights to optimize their ads. From there, they were able to identify which messages were performing best and made adjustments to improve their campaign performance.

Supply Sources

- increasing campaign performance with an added supply source
- Domains
- Bid Factors
- Supply Sources utilization

Results

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