

Navigating Finance Advertising with Finesse



Summary

AKIN, a marketing agency, collaborated with StackAdapt on a campaign run for their client, a top brokerage firm in the APAC region. Wanting to expand beyond search and social channels, they used programmatic advertising with tailored browsing and 3rd-party audiences, alongside retargeting efforts. This campaign achieved significant success in boosting site traffic and sign-ups.

Results

eCPA \$14	CVR 13%
Engagement Rate 23%	Average Time on Site 74 seconds



Informed by data and AI, designed through innovation, and anchored in human connection, **AKIN** strategically positions brands by intertwining insights with compelling narratives. Its approach is designed to catalyze business growth and foster lasting consumer relationships.



We were thrilled to see the impact of our collaboration with StackAdapt on our client's campaign. Their expertise in programmatic advertising, coupled with tailored audience targeting, truly helped us break through barriers and achieve outstanding results. It has been a game-changer for us and our client, expanding our reach and driving conversions in the finance industry.

-Arvin Tang, Managing Director at AKIN

Challenge

AKIN's main challenge was expanding beyond search and social channels for their client, a brokerage firm operating in niche verticals like finance. They faced limitations due to platform policies and restrictions that constrained their advertising efforts.

Strategy

AKIN collaborated with StackAdapt to overcome the challenge of scaling in finance. They achieved this by utilizing Browsing Audiences for competitor conquests, pinpointing specific behaviours with 3rd-party audiences, and retargeting to prompt conversions, ultimately achieving market share growth.

- Browsing Audiences**
They built bespoke Browsing Audiences targeting competitor conquests, aiming to gain market share in a saturated landscape. This approach allowed their client to strategically position themselves against competitors and capture the attention of potential customers actively searching for similar services.
- 3rd-Party Audiences**
Leveraging StackAdapt's extensive library of 3rd-party audiences, AKIN pinpointed specific behaviours and attributes that traditional platforms like Google and Facebook couldn't identify. This precise targeting ensured that ads reached the most relevant audiences, increasing the likelihood of engagement and conversions.
- Retargeting**
Utilizing StackAdapt's retargeting capabilities, AKIN reengaged users who had previously visited their client's website. This proactive approach prompted them to take action, such as opening a demo account. Targeting users who had already demonstrated interest in the brand significantly boosted conversion rates.

Outcomes

The successful collaboration led to a continued partnership with StackAdapt, ensuring ongoing support and innovative strategies for AKIN and their financial clients' conversion goals and performance marketing needs.