

Corporate Communications Takes StackAdapt's Native and Video Capabilities to the Bank

StackAdapt Success Story



Banque Libano-Française always seeks innovation in terms of digital communications. Our in-house Corporate and Marketing Communications team aims to be a pioneer in Lebanon when it comes to adopting the latest adtech trends,

— **Tania Rizk**

Director of Group Communications, CSR and Customer Experience Division

The Client



Banque Libano-Française (BLF) is one of the leading banks in Lebanon, providing commercial banking, retail banking, investment banking, private banking and correspondent banking.

BLF built an in-house team with a deep expertise in programmatic media buying and content marketing. To centralize the technology surrounding advertising and content distribution, BLF summoned StackAdapt's platform, which allowed them to focus on high-performing formats, including in-feed native advertising and native out-stream video.



We were able to reach the right person at the right time in the right context without interrupting the user's experience. As a result, we have observed a CTR of 0.81% on smartphone (the average global CTR for premium native ads being 0.38% on smartphone as per Business Insider Intelligence) and an engagement rate of 25%. Readers spent more than 15 seconds on the landing page for an average duration of 1 minute 20 seconds, long enough to read the whole news,

— **Tania Rizk**

Director of Group Communications, CSR and Customer Experience Division

Scenario

In their search for an architect capable of understanding, internalizing and interpreting the company's values and ambitions for their new Headquarters in Beirut, BLF decided to hold a New Headquarters International Architecture Competition. After the closing of the competition, BLF prepared a content-driven campaign in an attempt to maximize distribution amongst relevant stakeholders and audiences.

Strategy

To build awareness and achieve their goals, BLF utilized StackAdapt's engagement-based optimization capabilities, which would ensure audiences who clicked on the native ads actually read the content. Additionally, BLF wanted further audience engagement and to minimize cost-per-completed views with their video advertisements. For this, they partnered with StackAdapt to focus on native out-stream video, which unlike pre-roll, only plays while in-view. By doing so, they were able to gain a true sense of audience engagement.



Stackadapt provides us with the access to a significant inventory of ad networks worldwide, to target audience segments, to forecast our campaign results and to optimize our content and video campaigns in real-time, thus making better use of our digital budget.

— **Tania Rizk**

Director of Group Communications, CSR and Customer Experience Division

Result

As a result of the successful campaign, BLF and StackAdapt further aligned the product around the bank's unique needs, including workflows and custom audience targeting.

BLF leveraged StackAdapt's platform on a self-serve basis while working closely with their customer success team who helped with all aspects of campaign setup, optimization, and support.