

StackAdapt Success Story

Effective Spend Blows e-Commerce Sales Out of the Water



Summary

In a full-funnel campaign for TUSHY, Effective Spend leveraged StackAdapt to increase awareness and purchases via their e-commerce site, maximizing return on ad spend (ROAS). The 18-month campaign drove over 65,000 unique conversions, and a 0.13% CTR—all while delivering below their target CPA.

Background



Effective Spend is an agency laser-focused on delivering measurable performance and profitable digital marketing. Their comprehensive approach integrates leading paid search, paid social, and display media channels with innovative SEO and digital PR to drive higher ROI for their clients.



TUSHY is a fast-growing lifestyle brand that's revolutionizing, modernizing, and improving the American bathroom.

Paula Thompson

Digital Media Director at Effective Spend



“TUSHY falls into a niche space, where the market is quite saturated with several well-known brand name competitors who are working with outdated products. We knew we were facing a challenge when it came to educating our target audience about TUSHY’s unique value, and gaining more online market share. StackAdapt really stepped up as our strategic digital partner. The platform provided 4 different channels to run media through, and the team provided out-of-the-box targeting suggestions and media rich ads to ensure we stood out from our competitors.”

Challenge

Effective Spend wanted to stand out from their competitors. Their goal was to increase brand awareness, and drive conversions via DTC e-commerce sales for TUSHY bids.

Strategy

In order to meet TUSHY’s goal of driving both brand awareness and product purchases, Effective Spend incorporated a multi-channel strategy where measurement, targeting, and creative variations were at the forefront of their media plan. They incorporated a two-pronged approach where they ran tactics for attracting new users to the site through prospecting, while simultaneously retargeting interested users further down the funnel.



Prospecting

Leveraging 1st-party CRM audiences, StackAdapt Audience Lookalike Expansion, 3rd-party audiences, and Page Context AI, Effective Spend captured new users through CTV, video, and native channels, driving brand awareness, engagement and qualified leads to their website.



Retargeting

Leveraging display as their main retargeting channel, Effective Spend utilized a video completion retargeting strategy from their CTV and video ads to drive engagement for users who had already seen one of their videos. Additionally, Effective Spend pooled users who visited the TUSHY site and retargeted these users with different ads in order to drive them further down the sales funnel.

TUSHY worked closely with the StackAdapt Creative Studio to develop custom rich-media display assets and engaging native copy.



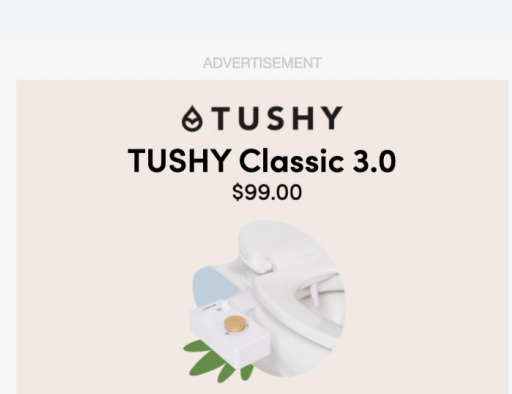
Myriam Galarneau

Creative Studio Manager at StackAdapt

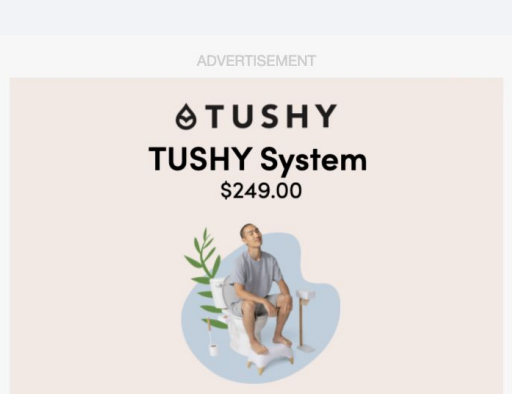
“Working with Effective Spend has been a really exciting process, as they were open to refreshing their ads every quarter to avoid fatigue, and tested out some unique HTML5 creative capabilities. For instance, we worked together to build out Product Feed display assets to showcase TUSHY’s top collection of products. It was really rewarding to create this ad and see its stellar performance of 0.12% CTR.”

StackAdapt Display Product Feed Ads

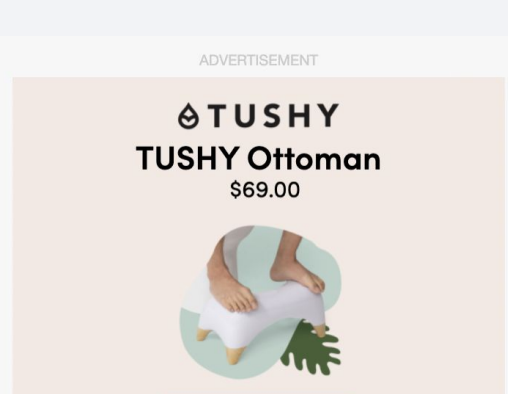
[300x250]



3 sec.



3 sec.



3 sec.

Since the Product Feed display ad unit is an innovative way of repurposing inventory from an e-commerce website into engaging ad units, Effective Spend was able to showcase specific products and directly influence more sales.

Execution

Effective Spend's campaign strategy involved using as many channels as possible to get in front of their target audience. Through prospecting and retargeting, they leveraged display, native, CTV and video creatives to drive engagement and purchases on the TUSHY site.

To accomplish this strategy, the following StackAdapt capabilities were used:

1st-Party CRM Data

Effective Spend uploaded their 1st-party data using the StackAdapt CRM upload tool. This enabled them to target users who showed interest in their product, and build a lookalike audience based on the same customer list using Audience Lookalike Expansion in StackAdapt.

CTV Live Events

With access to exclusive live event inventory in StackAdapt, Effective Spend served Ads during Olympic commercial breaks. Users who viewed this video were stored in a retargeting pool to use in future campaigns.

Revenue Pass Back

Setting up revenue pass back in their StackAdapt pixel was imperative to measuring success for Effective Spend. Tracking ROAS allowed them to optimize towards conversion revenue for their lower funnel tactics.

Results

By driving users through a full-funnel, multi-channel approach in StackAdapt, Effective Spend exceeded their awareness and conversion goals, all the while amplifying their site content.

Effective Spend achieved the following results:



Clicks
191,638



CTR
0.13%



Conversion Rate
34.38%



Unique Conversions
65,404

“When we first starting running with StackAdapt, it was an awareness play” says Paula Thompson, Digital Media Director at Effective Spend. “We soon realized how much incremental lift we were getting from the platform, and our StackAdapt team recommended we add in mid- and lower funnel strategies to capitalize from this lift. Once we discovered all the tactics we could use to drive value, we adopted a multi-channel approach, and haven’t looked back.”