

StackAdapt Success Story

Guiding the Next Evolution in Cardiac Care With Programmatic Advertising

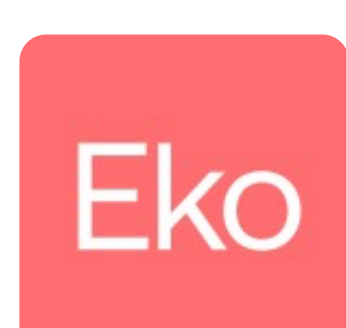


Challenge

Eko began working with StackAdapt with the goal of expanding their existing multi-channel digital strategy into programmatic and needed a first-time partner that would deliver results.

To drive new online sales for their suite of AI-powered advanced stethoscopes and telehealth products, Eko worked with StackAdapt to execute a full-funnel campaign, leading to a 290% ROAS.

Background



In today's healthcare industry, providers are aiming to leverage the best technology possible when it comes to patient care. Eko brings together advanced stethoscopes, patient and provider software, and AI-powered analysis—elevating the way cardiovascular disease is detected and monitored. Through a unified platform, Eko's mission is to help clinicians drive the next evolution in cardiac care.



Alexander Romero-Wilson of Eko

“Before working with StackAdapt, we were already running a successful multi-channel strategy, but without utilizing programmatic native as a part of our media mix, we felt that we were missing out,” says Alexander Romero-Wilson of Eko.

“We have always been open to testing out new formats and ad channels, and StackAdapt was a natural extension of our team when it came to running this test. From the very beginning, their team acted as true experts on what would drive the greatest return on ad spend.”

Strategy

To increase online sales, the campaign strategy included prospecting and retargeting tactics—to capture new visitors and successfully convert them into new customers. Eko worked with the StackAdapt Creative Studio to build impactful creatives that would help drive conversions. The team helped from the inception of the creative strategy, straight through to execution.

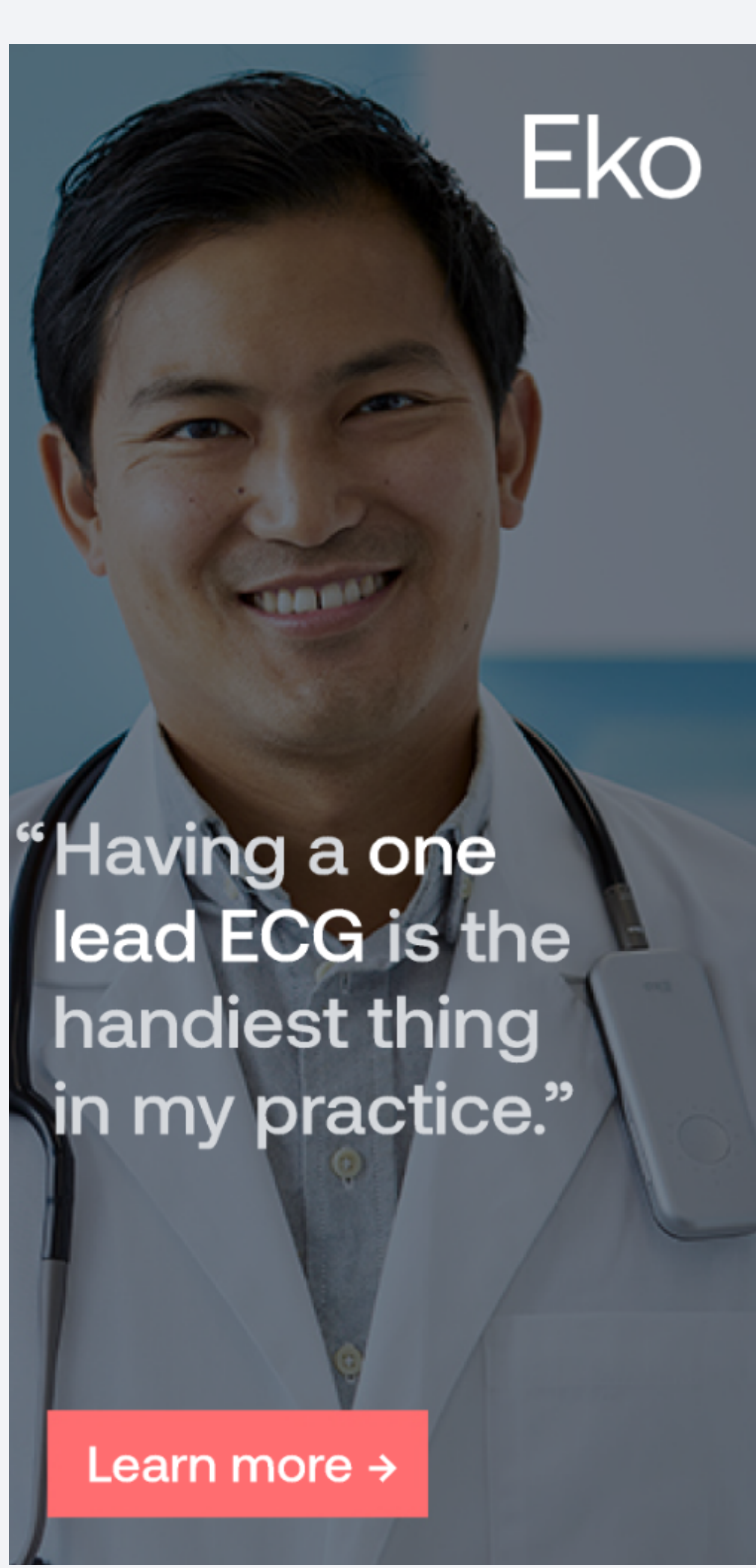


Jess Uttley, Team Lead, Creative Strategist at StackAdapt

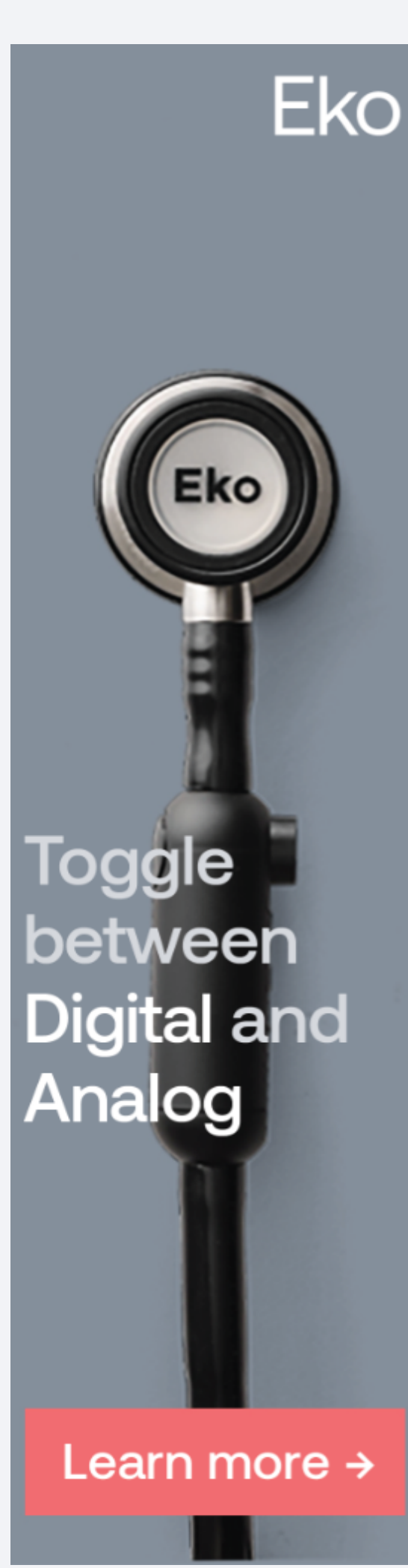
“When we first met with the team at Eko, it was clear that they saw a lot of value in running various tests for their creative,” says Jess Uttley, Team Lead, Creative Strategist at StackAdapt.

“To best serve this campaign, we tested three versions of the ads including various images of the product and doctors, in order to determine what would best resonate with the targeted healthcare provider audience. From day one, we began a wildly successful test with dynamic display, and eventually broadened their reach by testing carousels, animated banners, and native. While their team provided us with visual direction, we were able to combine our unique functionalities (ie DDRT, and HTML5) and produce a high performing campaign.”

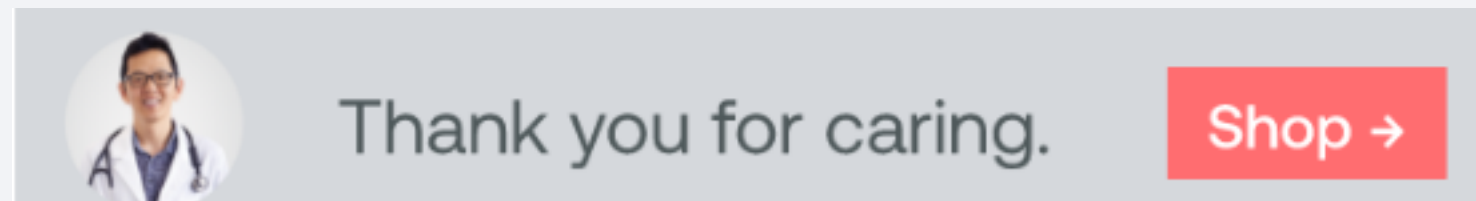
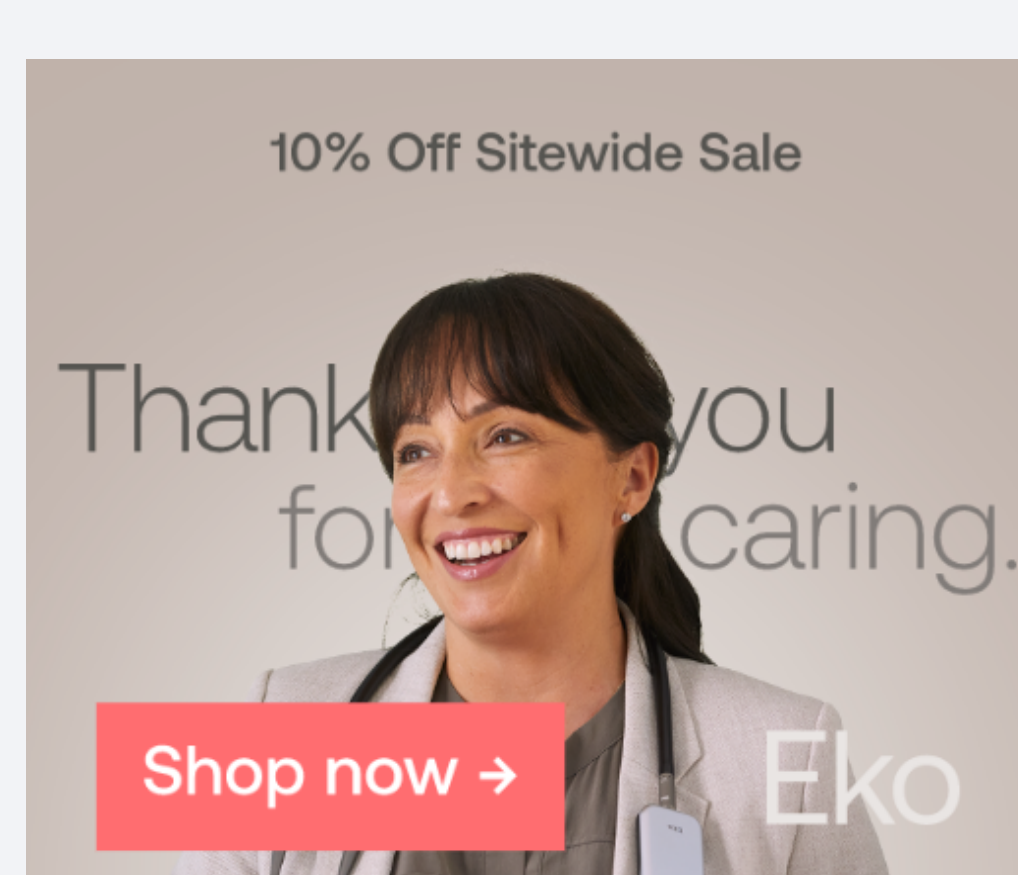
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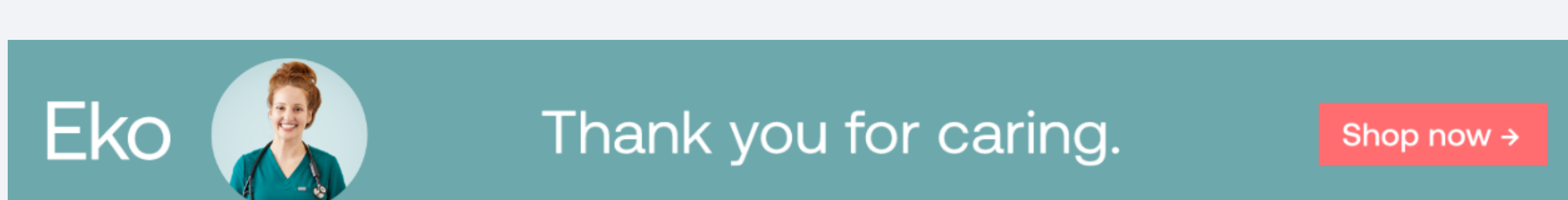
160 x 600



300 x 250



320x50



728x90

Execution

For initial outreach at campaign launch, Eko took full advantage of the robust HIPAA-compliant data offering within the StackAdapt platform. They leveraged StackAdapt's Custom Segments as well as 3rd-party B2B audiences in order to target qualified healthcare professionals that would most likely be interested in purchasing the product. Once users clicked on the initial ad served, native retargeting was employed and creatives were used that displayed a strong call to action.

Result

With the help of StackAdapt, Eko received new users to their site and were able to drive qualified healthcare professionals to complete a purchase on their online store. The campaigns resulted in:



Impressions
26,200,687



Conversions
870



Clicks
37,605



ROAS
290%

“To say that we were impressed with StackAdapt's performance would be an understatement,” says Alexander Romero-Wilson of Eko, “and it's especially rare that in your first campaign run with a vendor that they fully understand your goals while bringing new ideas to the table that will exceed them. With a 290% ROAS in our first run, we can't wait to see what they'll do next.”