

# KodakAlaris

## Distribution of Content at Scale Reimagined Through StackAdapt

### Background

KodakAlaris is a UK-based company specializing in information management and personalized imaging solutions.

#### **Kodak** alaris

KodakAlaris partnered with Imagination Publishing to create and deliver a dynamic range of content marketing services, including articles, infographics, interactive slideshows, and videos.

### Goal



The primary goal was to use the content created by Imagination Publishing to drive initial exposure and attract users to their web properties in order to strengthen the brand as a thought leader in the data management industry.

“Our bread and butter is creating content for various different medium and large businesses. Over the course of our relationship with KodakAlaris—several different pieces of content for them, from articles to infographics to videos to interactive slideshows, and some other higher credulity content. We created all of this for them, but obviously we know that content needs to be distributed and it needs to be distributed thoughtfully”, explains Knudston.

### Approach

KodakAlaris understood that without efficient and targeted distribution, their content-driven campaign would fail to attract and engage their ideal audience.

To ensure users read their content, Imagination Publishing chose a CPE (cost-per-engagement) model. This bidding strategy allowed KodakAlaris to pay only for visitors that spent more than 15 seconds on their content after clicking through a native ad.

### Results

Imagination Publishing worked closely with StackAdapt on a “co-pilot” basis, meaning that their team managed the campaigns on self-serve basis while sourcing campaign setup and optimization tips from their personal StackAdapt customer success manager.

In the end, KodakAlaris was able to achieve a 0.5% CTR, (8X the banner ad average of 0.06%). Additionally, KodakAlaris was able to eliminate accidental clicks and hard bounces, while the average time spent by users on their content tallied 1 minute and 26 seconds, a metric in-line with most editorial content. Over the course of the campaign, the content engaged users for a total of 3188 hours or 132 days!



*Our goal was to make sure that we not only got visitors to our pages, but those visitors were of high quality. StackAdapt’s engagement-based technology helped us drive the best visitors for our clients.*

— Tyler Knudston

Digital Marketer at Imagination Publishing