

Underclub's campaign left them feeling fabulous about the results!

StackAdapt's campaign execution was specifically tailored to the style and fit of their target audience.

Native Prospecting



0.78%
CTR



\$0.75
eCPC

Display Retargeting



3.75%
CTR



Leveraging the creative strategists in conjunction with the precision targeting, the Underclub campaign achieved impressive results with their campaign strategy. It is invaluable to find a combination of technology and creative resources under one roof.

—Robert Brown

Content Director, Lyfe Media

The Agency



Lyfe Media creates highly engaging content on trending topics leveraging their suite of online publications that has 100% organically written content and is exclusive to their websites. Lyfe started with the simple goal of creating the highest quality, most user-friendly sites on the web, and now they reach over 15 million users each month.

The Client

UNDERCLUB

Underclub is a subscription underwear service for women that introduces members to their next favourite brands and styles. Founded by and for women, they curate beautiful underwear each month based on members' unique size and style preferences, inspiring that feeling of confidence from the bottom up.

Goal

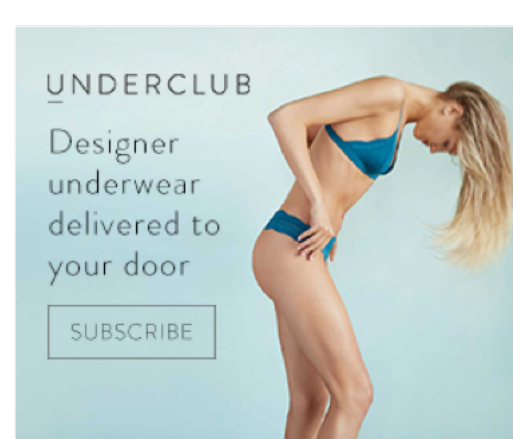
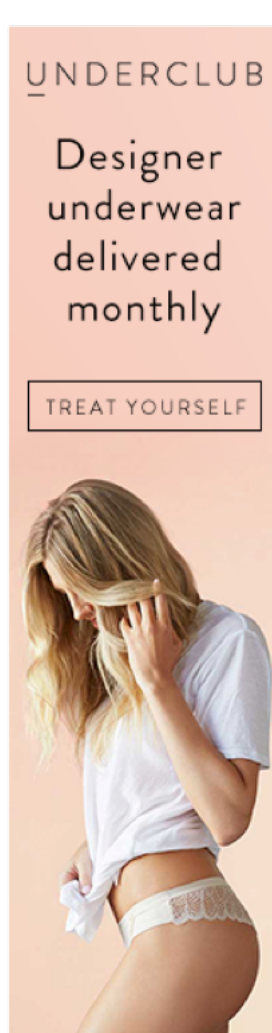
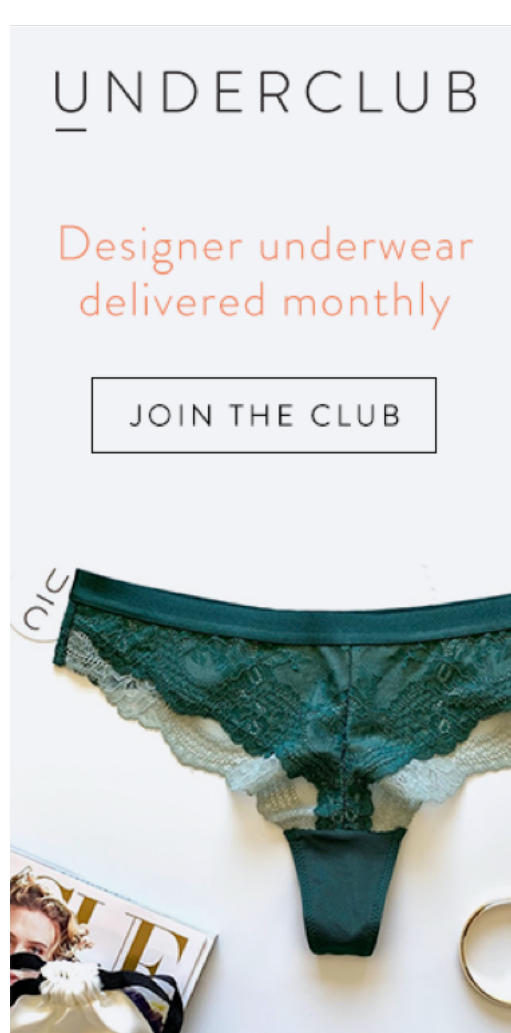
Underclub wanted to increase awareness with a luxury fashion audience, enticing them to sign up for their monthly subscription service.

Execution

StackAdapt launched a native and display campaign, targeting high-income males and females reading about fashion, luxury fashion and categorized as avid shoppers. Additionally, they targeted males who were shopping for gifts and birthday presents. Using a combination of 3rd-party and custom segments to build their audience pool, they retargeted anyone who visited the site with a monthly package offering.

StackAdapt Creative Studio

Lyfe Marketing partnered with the StackAdapt Creative Studio to design display ad formats, putting at least 4 images into rotation, for this display prospecting campaign. Here are some examples of the display ads designed by Creative Studio for Underclub's campaign.



Result

By consulting with the creative strategists, Lyfe Media was able to execute a number of creatives in rotation to contribute the high performing CTR for both the prospecting and retargeting tactics.