

## StackAdapt Success Story

## E-commerce Pairs Well With StackAdapt for This European Fashion Brand



## Summary

Maktagg typically turned to social media to run their e-commerce conversion-focused campaigns. That all changed once they came across StackAdapt's optimization and targeting capabilities and decided to test out programmatic for their client, a well-known Spanish fashion brand.

Launching campaigns for their Spanish e-commerce client with a goal of achieving a CPA of 30€, Maktagg reached a qualified audience of users on net new inventory, ultimately achieving a CPA that was 54% lower than the benchmark and drove impressive sales revenue!

## Background



**Lonbali** creates exclusive designs for real women. Born in Barcelona in 2016 with the aim of continuing to innovate in the fashion sector and create a difference. The brand is inspired by London, Barcelona and Bali, three cities that together cause different emotions and that in turn Lonbali dresses in.

## Maktagg

**Maktagg** is an all-in-one agency with aesthetics and strategy as its core pillars. They offer solutions in digital marketing and design, adjusting to your brand personality (and, if your brand doesn't have one, they'll create it for you).



## Alberto Saldivia

Paid Media Manager, Maktagg

“We had been running social media campaigns as our main driver of conversions for a while,” says **Alberto Saldivia**, Paid Media Manager at Maktagg. “But given the competitive landscape within social media platforms, we needed a new approach that could grant us with an incremental audience at an efficient rate.”

## Challenge

In a world that is filled with new competitors, Lonbali needed to reach users on new inventory and do so at an efficient price.

## Strategy

Maktagg leveraged a multi-channel campaign with StackAdapt using native and display ad formats to drive low-funnel performance at an efficient price. They reached a hyper-qualified audience of users by splitting their targeting into three different tactics:



## Browsing Audiences

Targeting users who are browsing online sites related to accessories, purses, and jewelry, Maktagg leveraged a Spanish-based custom keyword list to reach their ideal customer.



## Third-Party Segments

To reach an audience actively in-market to shop for women's fashion products and who have purchased in the past, Maktagg leveraged segments from the StackAdapt Third-Party Segment Catalogue.



## Dynamic Retargeting

Maktagg worked with the StackAdapt Creative Studio to create dynamic retargeting ads, which use custom coding to pull in product images that the user has previously shown interest in, into an ad with elements like product name, product price, and product image. This tactic proved to be the best performing campaign line with a CPA of 3€.

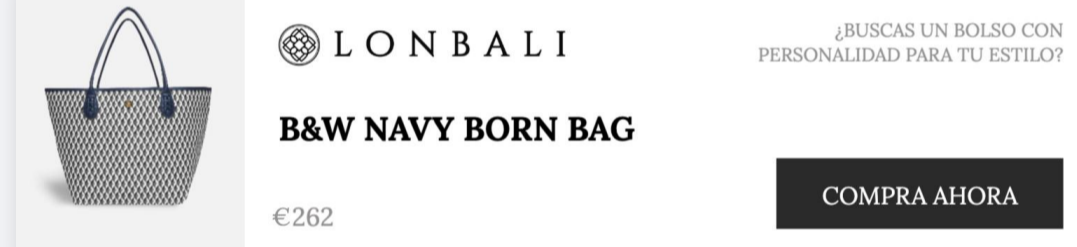
## Creative Studio Ads

The StackAdapt Creative Studio created display ad units for both prospecting and dynamic retargeting tactics:

## 300x600



## 970x250



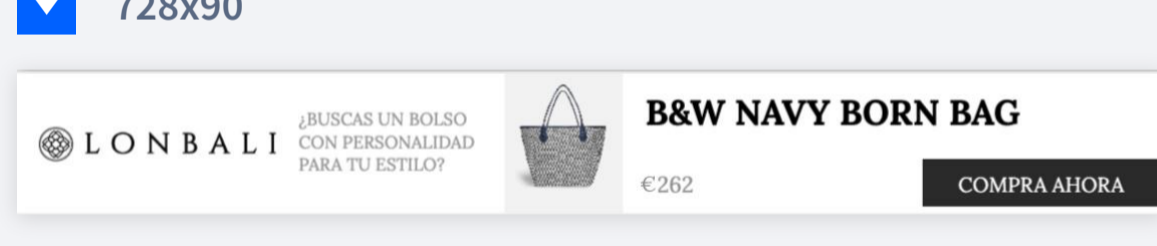
## 300x250



## 320x50



## 728x90



With dynamic retargeting, Maktagg was able to target users with products that they had previously browsed, and included elements such as product name, price, image, and a purchase CTA.

## Execution

To ensure that Maktagg was driving measurable results for their client, they implemented pixel tracking on their campaigns and across the Lonbali site. By placing the StackAdapt Pixel across all pages on the Lonbali site and on specific conversion buttons, they were able to track the targeted user's journey to conversion, pull revenue numbers to attribute StackAdapt's advertising performance, and optimise towards return on ad spend (ROAS) all within the StackAdapt platform.

Maktagg leveraged the following features with StackAdapt to properly execute their campaigns:

## Pixel Tracking

By placing the StackAdapt Pixel site-wide, Maktagg was able to track each sale with its order ID and value, allowing the client to effectively calculate ROAS.

## Revenue Optimization

By reporting and monitoring which tactics, audiences, and channels drove the most efficient ROAS, Maktagg was able to optimise on a regular basis and ultimately drove an average CPA of 14€ in-line with the client's attribution window of 1 day click and 7 day view.

## Conversion Journey

To further optimise towards CPA, Maktagg leveraged the Conversion Journey tool in StackAdapt to assess which devices, times of day, time between impression and conversion, and which targeting tactics aided in the ultimate conversion. They leveraged these insights to inform their optimisations and decrease their CPA.

## Conversion Journey Tool



First Impression	Last Impression	Conversion
<b>Reported Parameters:</b> <ul style="list-style-type: none"> <li>Creative</li> <li>1st Impression Time</li> <li>1st Domain</li> <li>1st Click Time</li> <li>Impression to Conversion Time</li> </ul>	<b>Reported Parameters:</b> <ul style="list-style-type: none"> <li>Creative</li> <li>1st Impression Time</li> <li>1st Domain</li> <li>Impression to Conversion Time</li> </ul>	<b>Reported Parameters:</b> <ul style="list-style-type: none"> <li>Conversion Time</li> <li>Conversion Type</li> <li>Revenue Driven</li> <li>Order ID</li> </ul>

## Results

Compared to their client's CPA goal of 30€ and their social media campaigns on Facebook, Maktagg was able to blow their benchmarks out of the water with the results driven by their StackAdapt campaigns.

Thanks to their first campaign with StackAdapt, Maktagg has since launched new campaigns in the platform and will continue to execute new tactics according to sales volumes and seasonal promotions.

eCPC  
**1.04€**

CTR  
**0.19%**

CPA  
**14€**

CPA Decrease  
**-53%**

“We loved the fact that we could get an idea of the customer journey from our StackAdapt campaigns,” says **Alberto Saldivia**, Paid Media Manager at Maktagg. “Planning, executing and reporting on campaigns with our StackAdapt team was very collaborative and a great experience for us. We'll be sure to use the insights we learned from this campaign in terms of targeting, supply, and bids to apply to many others.”