

StackAdapt Success Story

Reflect Digital Expands From Search to Programmatic for B2B Conversions



Summary

Reflect Digital's client, Opayo, was looking to increase overall conversions in channels that differed from their typical paid search campaigns, without compromising on cost. Working with StackAdapt as a programmatic partner, Reflect Digital was able to drive quality site traffic and keep costs low as they beat their CPA performance benchmarks by 49%.

Background

Reflect Digital is a digital marketing agency specialising in SEO, paid performance marketing, creative design, development and gamification.

Opayo delivers secure payments for merchants from the most reliable UK payment provider.



Rob Bridgens

Head of Paid Media, Reflect Digital

“Opayo wanted to generate more B2B conversions with a comparable efficiency to their paid search campaign. Programmatic has been an avenue we've looked at in the past but have come up against typical barriers like large financial commitment requirements for clients. StackAdapt's no minimum, no contracts model has allowed us to create a proof of concept for the programmatic channel without friction for the client. Through this we have been able to achieve great success and develop programmatic into a mainstay for the clients ongoing strategy.”

Challenge

After seeing consistently impressive results in their paid search campaigns, Opayo wanted to increase their scale with the same efficiency as their paid search efforts. Finding new ways to spend their budget without chasing hyper-competitive keywords at a low cost was a top priority for Reflect Digital.

Strategy

To generate new conversions at a competitive CPA and while keeping costs low, StackAdapt recommended a scalable hyper-relevant targeting strategy with frequency caps in order to minimise media cost waste. Intersection Audiences were leveraged in order to reach the specific B2B audience of users looking for an online payment solution. This strategy was driven by global 3rd-party B2B segment providers eXelate and Bombora. To bring users back to site to complete a conversion, users were retargeted with a custom call-to-action (CTA).



Prospecting

Leveraging Intersection Audiences, 3rd-party B2B segments (decision makers, C-suite executives and/or business owners) were overlapped with custom Browsing Audiences comprised of users interested in online payment provider solutions and Opayo's top PPC keywords. These audiences ensured maximum relevancy for B2B users interested in online payment services.



Retargeting

Reflect Digital leveraged a site visitor audience collected from Opayo's website and retargeted users with custom HTML5 creatives. These creatives included a custom CTA, which consisted of a promotional offer and deadline.



Target Frequency

Frequency caps were used in order to control the ad exposure at the campaign and creative levels. By implementing frequency caps such as 3 exposures per day per tactic, Reflect Digital was able to limit creative fatigue, minimise media cost waste and ensure a good user experience.

Creative Studio

StackAdapt Creative Studio built custom HTML5 units for the Opayo campaign, which added an element of interaction to the campaign.



Ashley Holmes

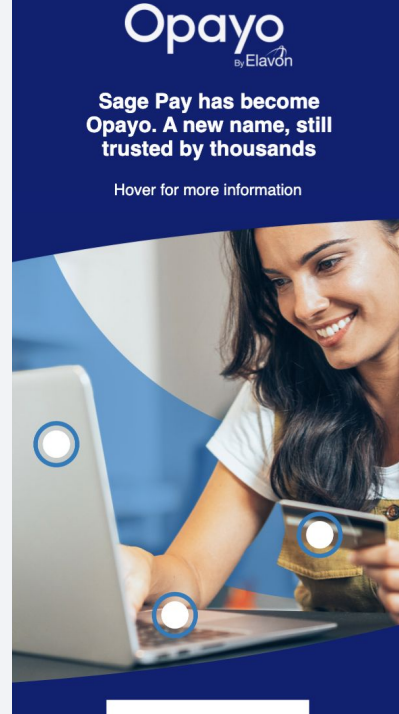
Creative Strategist at StackAdapt

“Collaborating with the team at Reflect Digital was a great experience. They were super innovative and quick to suggest ideas when it came to variations of the creatives and testing out new formats. Ultimately, we chose to go with hot spot and hover to reveal units to showcase their limited time offers!”

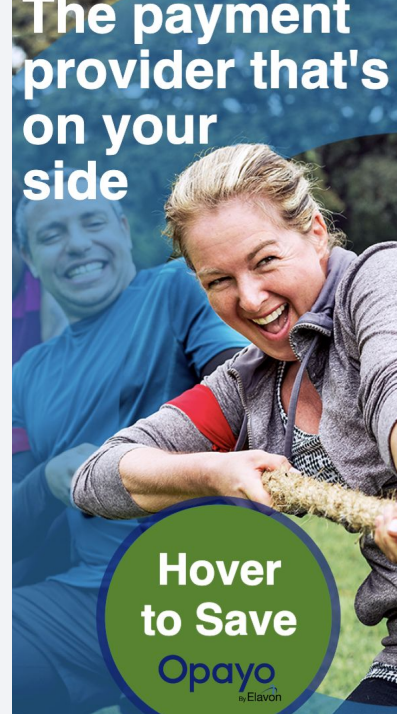
StackAdapt Custom HTML5 Ads



Hot Spot [300x600]



Hover to Reveal [300x600]



Hover



StackAdapt Creative Studio took static imagery from Opayo and transformed it into interactive HTML5 ads with animations. To learn more about these custom units, reach out to your StackAdapt Representative.

Execution

Reflect Digital began to see conversion results within the first month of launching their full-funnel strategy on StackAdapt. To maximise cost efficiency throughout the campaign, they relied on reporting insights, optimisations and updating creatives to generate a cost-effective campaign comparable to their paid search efforts. Additionally, they took advantage of this pool of net new users from StackAdapt and retargeted them on Facebook to further amplify their lower-funnel tactics.

Reflect Digital considered the following strategies to reach their KPIs:

Social Retargeting

Noticing the expanded reach with their newly launched programmatic campaigns, Reflect Digital saw an opportunity to push users further down the funnel with Social Retargeting on Facebook.

Bid Factors

Bid factors were implemented to decrease exposure to in-app and increase exposure to desktop and mobile web, where conversion rates were highest.

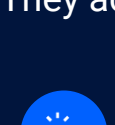
Domains

Focusing on relevant UK B2B domains such as investing.com was a priority for Reflect Digital's B2B campaigns, as well as domains in contextual categories of Society, Technology and Computing, and Education.

Results

Since launching programmatic as a new channel through StackAdapt, Reflect Digital was able to achieve a higher conversion rate for their client than ever before, and performance continues to increase over time.

They achieved the following results:



Clicks

15,622



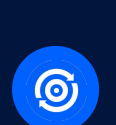
CTR

0.13%



Conversion Rate

2.87%



CPA efficiency

+49%

“The StackAdapt team was a huge help when it came to optimisations and minimising our cost,” says Rob Bridgens, Head of Paid Media at Reflect Digital. “The amount of highly targeted users we've been able to reach in specific industries has been massively impactful and our conversion volume is very healthy through the programmatic channel. We're looking forward to increasing our investments and continuing to drive performance with new channel opportunities for our clients.”