

Active Content Distribution Yields Healthy Results

Driving engagement in healthy living through highly-targeted native advertising.



2m

Average time on site



\$1.15

Per engagement



5x

Less expensive

The Agency



A leading group of healthcare professionals were looking to increase engagement with their content and ultimately boost visitation to their health care locations. In 2016, they partnered with **Rise Interactive**, a full-service digital marketing agency specializing in media, analytics, and customer experience. **Rise** was tasked with developing and executing a plan to assist the advertiser in reaching and educating their target audience.

Goals

Rise recommended a full-funnel media strategy and included native advertising to drive awareness and engagement that would eventually lead to the advertiser's direct response goal of appointment requests.

In order to measure the success of user engagement, **Rise** selected secondary KPIs for native, such as longer time on site, increased page-views per session, and low bounce rates. The team's content was high quality and educational in nature making engagement the key metric that would ultimately meet their goals.

The content added value to prospective patients by detailing proactive treatments, as well as best practices for preventing and managing injuries.

Strategy

Rise Interactive was drawn to **StackAdapt's** high-quality inventory, detailed targeting options, dedicated customer support, and unique engagement tracking.

Through StackAdapt, **Rise** deployed a CPM bidding strategy while optimizing towards cost per engagement (CPE), a pricing model where advertisers pay only for users who spend 15 or more seconds reading the content. By doing so, Rise was able to take full advantage of StackAdapt's back-end attention-optimization capabilities.



Laura Loveless

Associate Director, Display, Rise interactive

“ We were able to target and engage multiple personas with **StackAdapt** through various creative messaging and advertiser content. Their platform took care of relevant, high-quality site placements, in addition to contextual, behavioral, and geographic targeting. **StackAdapt's** platform differentiators are what allowed our team to implement a multi-faceted media strategy for the advertiser.”

Results

The campaign achieved an average time on site of over 2 minutes, showing both high user engagement and content relevancy.

As for media cost, Rise was pleased to see that the average cost per engagement was only \$1.15, five times less than the industry rate for search ad clicks.



The StackAdapt platform was easy for my team to use in campaign set-up and optimization. Both the quality of service and the performance results exceeded our expectations. Native advertising provided a cost-effective method of driving user engagement and site traffic.

— **Laura Loveless**

Associate Director, Display, Rise interactive