Driving Engagement and Conversions for a Multilingual Campaign



Summary

Springbok's campaign for Foodbag focused on driving awareness and conversions by using contextual capabilities in StackAdapt. The campaign ran for 12 months in Wallonia and 4 months in Flanders, achieving significant conversion rates and unique conversions. Overall, continuous optimizations and dynamic audience population helped Springbok reach their campaign goals.

Results



€4.9



Unique conversions 5,976



Average Time on Site 334.6 seconds





Springbok is a digital and creative agency for positive growth, operating from 5 offices in Belgium and the Netherlands. They partner with ambitious brands to create lasting growth that is good for the planet, great for people, and outstanding for business.



fresh ingredients and original recipes directly to customers' doors. With unique flavour combinations, Foodbox aims to provide accessible dishes and Belgian classics.

Foodbag is a weekly cooking box delivery service that provides



team's dedication and creative approach, coupled with their precise targeting and dynamic retargeting strategies, have built authentic connections with our audience. StackAdapt feels like an extension of our own team, making the journey towards digital success a collaborative one. -Gilles Goethals, Performance Marketer, Foodbag

Partnering with StackAdapt has been a great experience. The

Challenge

French and Flemish-speaking regions for their client, Foodbag, a direct-to-consumer cooking box delivery service.

Springbok's challenge was to increase awareness and drive online sales in both the

Strategy Springbok planned to leverage dynamic retargeting creatives to reflect real

this campaign for Foodbag was aimed to drive higher conversions and boost retention rates.

time discounts, and personalize the users journey. Overall, the strategy in



The initial focus was to raise awareness of the brand in the French-speaking region. This involved leveraging keywords, 3rd-party segments, and creating

Prospecting

custom app audiences.

Retargeting

speaking region, emphasizing online sales. This would involve retargeting and

Following the awareness stage, the strategy would shift to the Flemish-



deploying effective creative units.

Customization In order to ensure long-term success in the campaign, weekly customizations for audiences and creatives were planned.

Springbok implemented dynamic retargeting for a personalized user experience, ensuring content relevance. They used a variety of creatives through rotation for

consistent audience engagement.

Execution

Contextual Targeting Personalization Creative Optimization Contextual audiences were Dynamic retargeting creatives A variety of creatives were regularly updated with were leveraged to individualize used, allowing for continuous optimization towards highrelevant topics, ensuring the user experience, aligning content remained pertinent to with their specific interests performing visuals. This

campaign.

the audience's interests and

preferences, contributing to sustained engagement.

dynamic rotation ensured the and behaviors. This approach boosted engagement and

conversion rates within the

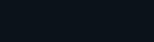
most effective and relevant content was consistently showcased.

driving the campaign's success.

average time on site being 334.6 seconds, increased

conversion rates showcasing relevant content, ultimately

Outcomes This campaign boosted audience engagement with an



Reach out to the StackAdapt team StackAdapt for more information.