

A Game Changer: the7stars' Winning Combo With StackAdapt



Summary

By leveraging StackAdapt's proprietary contextual solution, Page Context AI, the7stars effectively generated awareness and engagement for the launch of Nintendo's new Pikmin 4 game. The team harnessed creative ad formats like scratch and reveal, skillfully crafted by the Creative Studio, to elevate engagement and click-through rates in hyper-relevant environments. As a result, the campaign exceeded the7stars' reach target and achieved an impressive 1% click-through rate (CTR).

Results

Overall impressions **3.5M** CTR **1%**



the7stars is UK's largest independent award winning media agency working with entertainment, retail, fashion, travel, and lifestyle brands.



As a big agency, we're used to being able to use contextual solutions, but StackAdapt's bespoke Page Context AI and Keyword Rule Targeting exceeded our expectations not only in how granular and transparent we were able to go, but with the performance too. The campaign delivered a CTR almost 4x higher than planned, in part thanks to the strong creative assets built by the team at StackAdapt.

-Isaac Atite, Activation Manager

Challenge

the7stars' goal was to build up excitement for the upcoming Nintendo Switch game, Pikmin 4. Their objective was not only to lead discussions surrounding Nintendo Switch launches but also to do so in a manner that allowed them to have control and gain valuable insights into the environments they influenced.

Strategy

By leveraging StackAdapt's contextual advertising capabilities along with interactive ad formats from the Creative Studio, the7stars exceeded their reach goals by 120%. The campaign was set to foster engagement within hyper-relevant gaming environments, emphasizing a strategic approach to capture the target audience's attention and interest.

- Page Context AI**
Page Context AI ensured that ads were displayed in environments closely related to gaming. This ensured placement in hyper-relevant contexts to capture a receptive and engaged audience.
- Keyword Rule Targeting**
Keyword Rule Targeting enabled precise ad placement based on specific keywords associated with the game, maximizing audience relevance.
- The Creative Studio**
The Creative Studio played a pivotal role in designing compelling ads that leveraged a scratch and reveal format. This enhanced user interaction, and captured attention. The seamless collaboration between The Creative Studio and the overarching strategy resulted in standout and engaging ad experiences.

Creative Studio Ads

300x600



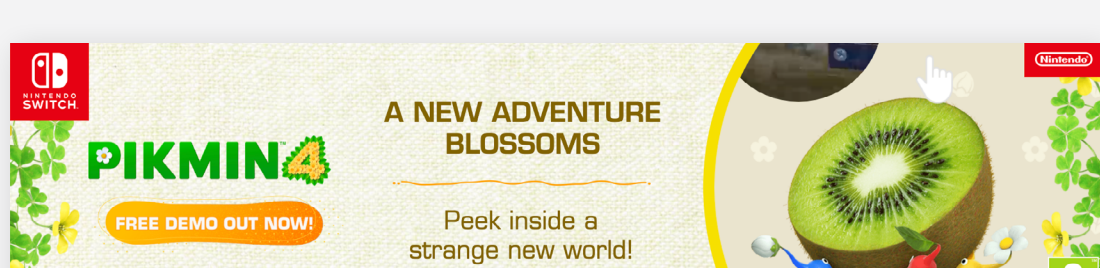
300x250



320x50



970x250



Execution

Ads effectively reached specific gaming audiences through precise ad placement using proprietary solutions like Page Context AI, and the utilization of interactive formats from the Creative Studio, the7stars not only met but exceeded their unique click-through rate (CTR) goals by an astonishing 400%. This collaborative effort significantly heightened engagement levels.

- Contextual Targeting**
Solutions like StackAdapt's Page Context AI and Keyword Rule Targeting played a pivotal role, ensuring ads reached the right audience in relevant gaming spaces.
- Enhancing Unique Reach**
Focused on expanding unique reach by strategically fine-tuning ad placements and formats, achieving a remarkable 120% of the initially planned reach.
- High Engagement Ad Format**
The team collaborated with StackAdapt's Creative Studio to leverage an interactive ad format, tapping into their expertise to maximize user engagement.

Outcomes

The7stars' campaign for the Nintendo Switch Pikmin 4 game delivered exceptional outcomes. Contextually placed ads resonated with gaming audiences, exceeding the CTR goals by 400%.