

StackAdapt Success Story

The Variable Drives Foot Traffic With a Full-Funnel Strategy on StackAdapt



Summary

The Variable was seeking a programmatic partner that could reach the right users at the right time, driving high online conversion rates and increased visits to their client's brick and mortar stores. To accomplish their client's upper and lower funnel goals, The Variable turned to StackAdapt for a multi-channel strategy, complete with various targeting methods and measurement attribution. StackAdapt was accountable for 80% of conversions driven on-site and generated an outstanding in-store cost-per-visit (CPV) of \$4.

Background

THE VARIABLE

The Variable is a full-service agency that combines the thinking of an innovation consultancy with the doing of an advertising agency, which creates both accelerated business growth and long-term transformation. They create brand strategies, creative platforms, ad campaigns and social communities – as well as a slew of new products, services and experiences.



The client is an American financial services brand whose main focus is to provide personal loans to their customers.



Jo Joslin

Senior Media Planner, The Variable

“StackAdapt has really helped our team look at the customer journey as a whole, in addition to their attribution and nitty gritty measurement,” says **Jo Joslin, Senior Media Planner at The Variable**. “Our partnership has helped our agency think more broadly and in more of a holistic user experience, instead of focusing solely on conversion metrics.”

Challenge

The Variable needed to target a niche audience online, and drive these users to visit brick and mortar stores, during a challenging period of store closures.

Strategy

To ensure they were reaching their niche audience, The Variable implemented targeted tactics with hyper-relevant messaging, hoping to encourage the highest engagement possible with their audience. Using a full-funnel approach, they targeted users with brand awareness messaging through over-the-top (OTT) and video, while driving low-funnel conversions on display.

Below are some strategies that The Variable implemented to reach their target audience with the right messaging:



Intersection Audiences

The Variable leveraged custom browsing-based audiences to capture users consuming content related to personal loans or life events, and layered on 3rd-party segments to target users with a specific credit credential.



Multi-Channel Campaigns

Leveraging three of StackAdapt's advertising channels, The Variable created an upper funnel strategy with CTV and a mid- and low-funnel strategy with video and display, tracking users from the beginning of the campaign all the way to last touch.



Sequential Retargeting

The Variable set up a sequential retargeting strategy for their mid- and low-funnel tactics (OLV and display). They excluded users who had converted or logged into their account in the past 30 days. Then, they strategically targeted users who had completed a specific video view, or saw a display creative with hyper-relevant messaging.

Execution

The Variable tracked performance from their upper-funnel tactics, all the way down to the lower funnel with the Conversion Journey tool on StackAdapt. They actively optimized their campaigns mid-flight by leveraging an attribution partner's solution through StackAdapt, measuring in-person store visits, and used a lookalike pixel to create an audience based on users who converted on-site.

Conversion Journey Tool

The Variable leveraged StackAdapt's Conversion Journey tool to de-duplicate conversions and analyze drivers at each stage of the funnel.

Lookalike Targeting

To expand user reach and target an incremental audience, The Variable created a lookalike audience off of on-site conversion events, such as the “apply now” button.

Foot Traffic Attribution

Placed (by Foursquare) enabled in-store visit attribution through StackAdapt, measured from impression and click tags on live StackAdapt ads.



Results

The Variable's full-funnel approach to digital advertising drove unprecedented incremental store visits, site engagement and online conversions for their financial services client. They were able to attribute 80% of view-through conversions from their campaigns to StackAdapt, and saw an increase in site traffic that was much higher compared to before they started using the platform.

The Variable drove the following results for their financial services client on the StackAdapt platform:



eCPA
\$14



Display CTR
0.16%



Display Average Time on Site
50 seconds



Cost Per In-Store Visit
\$4

“The success of our StackAdapt campaigns have been evident and the conversion goals online have been exponentially higher than years past,” says **Jo Joslin, Senior Digital Media Planner at The Variable**. “It's important to work with a partner who is already thinking 5 steps ahead, and I think that StackAdapt is doing just that.”