

StackAdapt Success Story

White Spider Media
Weaves a Winning
Programmatic Strategy
With StackAdapt

Summary

White Spider was on the search for a partner that could broaden and enhance their targeting offering, all the while advising on industry challenges such as data privacy and consumer trust. White Spider ran a StackAdapt test campaign for their B2B client and saw tremendous success in their campaign performance. StackAdapt became the bolster they needed to drive competitive CPMs, engagement, and conversions for their clients—even though most of them were unfamiliar with programmatic.

Background



In the ever-changing world of today's media, it's reassuring to discover that a company like **White Spider Media** exists to help clients navigate a vast and fragmented digital landscape with enthusiasm and an entrepreneurial spirit through to a successful media campaign.



The brand is a B2B gaming developer who creates technology and offers professional services to help develop and operate games with multiplayer teams.



James Day

Head of Planning, White Spider Media

“A lot of our clients have come from very traditional backgrounds,” says **James Day, Head of Planning at White Spider Media**. “There's a lot of print advertising and there's a real need now for them to adopt digital strategies. So when it comes to how we've helped them on that process, it's been relying on partners such as StackAdapt who are able to offer competitive offerings such as Cost Per Engagement (CPE) modeling and cost per completed view (CPCV), which offers peace of mind to clients as they know they're not wasting impressions with CPMs.”

Challenge

White Spider needed to target a niche audience of decision makers at gaming companies, while educating and driving them to complete actions on-site at a reasonable cost.

Strategy

Using a bottom-funnel strategy to drive users to site, White Spider leveraged native and display channels with multiple targeting tactics across EMEA. White Spider maximised their reach by incorporating an ABM list as their main targeting strategy, and adding supportive targeting like Browsing Audiences and 3rd-party data segments to ensure scale. They also leveraged StackAdapt's proprietary CPE modelling to encourage time on site.



Cost Per Engagement (CPE) Pricing

Leveraging a ABM bid with a CPE goal, White Spider optimized some of their tactics to drive efficient engagement metrics. Once a user lands on a page for 15 seconds or longer, the StackAdapt platform will count this as one engagement.



Account-Based Targeting

For most of their line items, White Spider uploaded multiple account-based marketing (ABM) lists, equipped with attributes such as company name and domain.



Browsing Audiences

Targeting game developer online communities and related keyword browsing terms, White Spider used Browsing Audiences as a scaling tactic to maximize reach for their niche B2B audience.

Execution

From their first test with StackAdapt, White Spider gathered valuable insights and applied them to the following campaigns. They set up sequential retargeting tactics based on click behaviour, automated their budget allocations between display and native, and set up cost-restrictive bid goals to ensure more efficient click performance.

Sequential Retargeting

After seeing results from their initial launch, White Spider worked with StackAdapt to set up click retargeting audiences and sequential retargeting, leading to different pages based on past interactions with an ad. In this campaign, they sent users who clicked on an ad to a case study page, and users who didn't click to an educational blog post.

Bid Goals

White Spider implemented CPC goals in some of their tactics to keep CPM costs low while encouraging clicks to site. This gave the StackAdapt platform direction on what CPC to aim for, while ensuring scale by bidding on CPM.

Performance-Based Budget Allocation

White Spider tested one of StackAdapt's in-platform machine learning tools, Performance-Based Budget Allocation, to automate the balancing of budgets based on CPA performance per channel. StackAdapt's machine learning algorithm learned to show more native or display ads based on performance for a certain campaign group budget.

Results

Working with StackAdapt has enabled a new understanding of programmatic strategy and digital-first planning for White Spider. Their multi-channel, sequential retargeting media plan has revolutionized how they execute their campaigns. Through StackAdapt, they were able to increase engagement, reach, and time on site metrics for their B2B client in a way that was both measurable and predictable into the future.

With their StackAdapt campaigns, White Spider was able to drive the following results:



User Reach

1.3 million



Cross-Channel CTR Lift

+24%



Average Time on Site

42 seconds



Increase in Average Time on Site

+40%

“Since we've been working with StackAdapt, the conversation around programmatic has become far more prominent on my team,” says **James Day, Head of Planning at White Spider Media**. “And I think what it's done is inspired a lot more creative thinking at White Spider. StackAdapt's multi-channel offering has helped us connect the dots for our clients, which helps them on their transformation to more digital-first campaigns.”