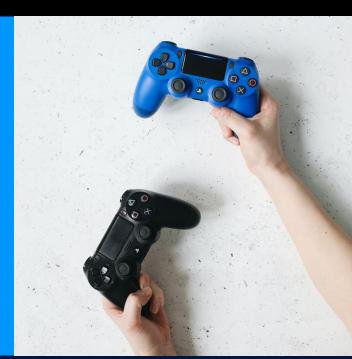


StackAdapt Success Story

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



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.

In the ever-changing world of today's media, it's



develop and operate games with multiplayer teams.

The brand is a B2B gaming developer who creates technology and offers professional services to help



A lot of our clients have come from very traditional

James Day

backgrounds," says James Day, Head of Planning at White

Head of Planning, White Spider Media

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

decision makers at gaming companies, while educating and driving them to complete actions on-site at a reasonable cost.

White Spider needed to target a niche audience of

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

Strategy

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 CPM bid with a CPE goal, White Spider optimized some of their tactics to

their reach by incorporating an ABM list as their main targeting strategy, and adding



Account-Based Targeting

the StackAdapt platform will count this as one engagement.

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

Targeting game developer online communities and related keyword browsing terms,

drive efficient engagement metrics. Once a user lands on a page for 15 seconds or longer,



White Spider used Browsing Audiences as a scaling tactic to maximize reach for their niche B2B audience.

Browsing Audiences

Execution

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 Performance-Based Budget Allocation After seeing results from their initial launch, White Spider worked with StackAdapt to set up click White Spider tested one of retargeting audiences and sequential retargeting,

From their first test with StackAdapt, White Spider gathered valuable insights and

applied them to the following campaigns. They set up sequential retargeting tactics

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.

leading to different pages based on past interactions

clicked on an ad to a case study page, and users who

with an ad. In this campaign, they sent users who

didn't click to an educational blog post.

balancing of budgets based on CPA performance per channel. StackAdapt's

StackAdapt's in-platform

Performance-Based Budget

Allocation, to automate the

machine learning tools,

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

With their StackAdapt campaigns, White Spider was able

Since we've been working with StackAdapt, the

measurable and predictable into the future.



to drive the following results:

User Reach

1.3 million

42 seconds

Average Time on Site



Increase in Average Time on Site +40%

Cross-Channel CTR Lift

+24%



to get started.

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."



Contact your StackAdapt Representative