

StackAdapt Lifts Performance for This New Brand With CTV



Summary

Add3Connect wanted to run successful digital advertising for a CPG product in the competitive health and wellness category. Instead of focusing on the lower funnel objectives right off the bat, they prioritized top-funnel awareness for Nuun first and foremost, delivering high-impact messaging with connected TV (CTV) for this new brand. Leveraging StackAdapt’s in-platform brand lift solution to measure ad and brand recall, they were able to validate brand investment and drive value for Nuun’s overall business objectives.

Results



Add3CONNECT

Add3Connect creates custom digital advertising strategies that give you fast, reliable access to your customers and prospects, wherever they are. By connecting with your target audience throughout the entire sales funnel, we can help you dramatically increase reach, awareness, and site traffic and maximize your return on ad spend.



Nuun is a company dedicated to keeping you as hydrated as humanly possible. Their drink tablets are fizzy, tasty and loaded with electrolytes that keep you healthy and hydrated!



The hardest thing about CTV is determining your performance outside of reach and frequency results. StackAdapt allowed us to set up a brand lift study, tracking our results in real-time, and ultimately determined that our ads made a statistically significant difference in increasing brand awareness with the niche audience we were targeting.

- Adam Ansoff, Programmatic Media Supervisor at Add3Connect

Challenge

Add3Connect was looking to drive awareness for an emerging brand in the competitive health and wellness industry.

Strategy

Leveraging CTV as their main awareness driver, Add3Connect targeted users in-market for supplements and health food shoppers across a variety of inventory with their brand messaging, and measured the impact with StackAdapt Brand Lift.

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Connected TV
 Leveraging StackAdapt’s run of network inventory, paired with inventory packages across Magnite and Hulu, Add3Connect targeted Nuun’s messaging towards users interested in supplements and healthy food on the big screen.
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StackAdapt Brand Lift
 To measure the effectiveness of their CTV ads, Add3Connect ran a brand lift study through display directly in-platform to measure ad and brand recall.
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Creative Studio
 To help design their survey ads, the StackAdapt Creative Studio ideated the concepts for the display campaign. This alleviated any additional lift from Add3Connect, so they could focus on campaign results.

Ad Examples

With the help of the Creative Studio, Add3Connect and their StackAdapt team worked together to produce unbiased survey questions that were sent to exposed and control group. These ads were used to measure ad and brand recall:



Execution

Add3Connect launched their campaigns in the most efficient way possible to drive the best performance for Nuun. Implementing tactics such as a frequency cap, intersection segments, and strategically planning out their line items were a few ways they drove performance.

Intersection Segments

To hone in on their target audience with precision and save media cost for their client, Add3Connect leveraged StackAdapt’s Intersection Audience capability to target the overlap of users in their 1st-party audience list, with users in a Comscore 3rd-party segment, ensuring that users targeted were as relevant as possible.

Frequency Cap

To get the most accurate performance for their brand lift study, Add3Connect leveraged a frequency cap of 3 impressions each day to ensure they drove a wide enough reach for their exposed pool of users, allowing for a large number of responses.

Segmentation

Testing multiple targeted groups, Add3Connect separated some of their markets into different line items, such as their male- and female-skewed audiences, to best monitor performance for each.

Outcomes

After seeing results from their upper funnel campaign with StackAdapt, Add3Connect has since grown a deeper relationship with their client, Nuun. They proved the business case for investing in brand awareness, and are now working with Nuun on their other owned brand to implement the same strategy there.

Together, they continue implementing a full-funnel approach to digital marketing, and have leveraged StackAdapt for multiple campaigns!