

# Corporate Communications Takes StackAdapt's Native and Video Capabilities to the Bank

## StackAdapt Success Story



Banque Libano-Française always seeks innovation in terms of digital communications. Our in-house Corporate and Marketing Communications team aims to be a pioneer in Lebanon when it comes to adopting the latest adtech trends,

— Tania Rizk

Director of Group Communications, CSR and Customer Experience Division

## The Client



Banque Libano-Française (BLF) is one of the leading banks in Lebanon, providing commercial banking, retail banking, investment banking, private banking and correspondent banking.

BLF built an in-house team with a deep expertise in programmatic media buying and content marketing. To centralize the technology surrounding advertising and content distribution, BLF summoned StackAdapt's platform, which allowed them to focus on high-performing formats, including in-feed native advertising and native out-stream video.



We were able to reach the right person at the right time in the right context without interrupting the user's experience. As a result, we have observed a CTR of 0.81% on smartphone (the average global CTR for premium native ads being 0.38% on smartphone as per Business Insider Intelligence) and an engagement rate of 25%. Readers spent more than 15 seconds on the landing page for an average duration of 1 minute 20 seconds, long enough to read the whole news,

— Tania Rizk

Director of Group Communications, CSR and Customer Experience Division

## Scenario

In their search for an architect capable of understanding, internalizing and interpreting the company's values and ambitions for their new Headquarters in Beirut, BLF decided to hold a New Headquarters International Architecture Competition. After the closing of the competition, BLF prepared a content-driven campaign in an attempt to maximize distribution amongst relevant stakeholders and audiences.

## Strategy

To build awareness and achieve their goals, BLF utilized StackAdapt's engagement-based optimization capabilities, which would ensure audiences who clicked on the native ads actually read the content. Additionally, BLF wanted further audience engagement and to minimize cost-per-completed views with their video advertisements. For this, they partnered with StackAdapt to focus on native out-stream video, which unlike pre-roll, only plays while in-view. By doing so, they were able to gain a true sense of audience engagement.



Stackadapt provides us with the access to a significant inventory of ad networks worldwide, to target audience segments, to forecast our campaign results and to optimize our content and video campaigns in real-time, thus making better use of our digital budget.

— Tania Rizk

Director of Group Communications, CSR and Customer Experience Division

## Result

As a result of the successful campaign, BLF and StackAdapt further aligned the product around the bank's unique needs, including workflows and custom audience targeting.

BLF leveraged StackAdapt's platform on a self-serve basis while working closely with their customer success team who helped with all aspects of campaign setup, optimization, and support.