

StackAdapt Drives Visitors To These Retail Outlets

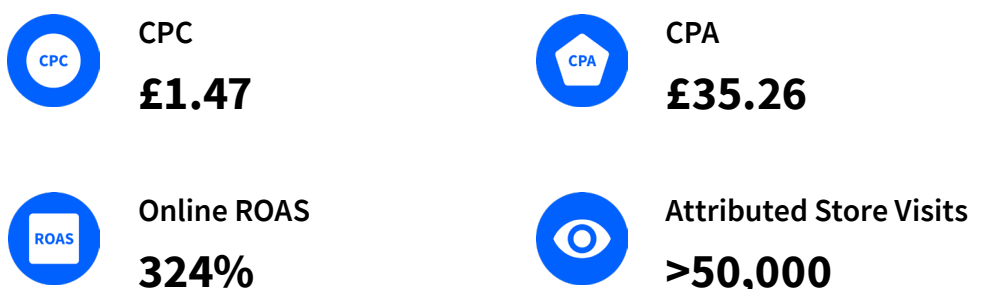


Summary

Clean Digital worked with StackAdapt to launch a full-funnel marketing strategy driving awareness, site traffic and conversions both online and in-person. Previously working with other DSPs such as Criteo and MiQ, Clean Digital was seeking a new programmatic partner who could drive quality results and transparent reporting.

Working with StackAdapt on their display campaign, Clean Digital was able to drive an incredible online return on ad spend (ROAS) of 324% and drive over 50,000 store visits for their client, Dobbies Garden Centres.

Results



Clean Digital is a PPC agency in Edinburgh that exclusively specialises in paid advertising. This laser focus means they are on the cutting edge of what is happening in the PPC industry. They optimise and deliver recommendations that will make your campaigns more profitable.



Dobbies Garden Centres is the UK’s leading garden centre retailer, with 76 stores across the UK.



As a bricks and mortar retailer, it was really important for Dobbies to be able to accurately measure footfall attribution from our digital campaigns. The set up process for a footfall attribution study with StackAdapt was fairly simple, and the in-depth, real-time reporting on store visits and revenue was critical to demonstrating great performance to our client.

–Fraser Smith, Head of Client Services at Clean Digital

Challenge

Clean Digital needed to take a holistic marketing approach and drive in-person and online store sales for their client, Dobbies Garden Centres.

Strategy

Leveraging StackAdapt’s multitude of targeting offerings for display inventory, Clean Digital targeted a suite of personas, both near and far from their garden centre locations. They measured overall performance with the help of a footfall attribution study, producing in-depth insights of their campaigns’ impact on offline and online conversions.

- **Geo Targeting**

Using a combination of Browsing Audiences, 3rd-party data segments, lookalike audiences from site visitors and Page Context AI, Clean Digital divided their tactics between users who lived close to a garden centre, and those that lived further away. This helped attribute impact from their StackAdapt campaigns most accurately.
- **Persona Targeting**

Leveraging their client’s personas, Clean Digital created separate line items that accurately represented their target audience. They used in-platform demographics targeting to reach desired age, gender, and household income, and layered interest targeting with 3rd-party data segments.
- **Foot Traffic Attribution (FTA)**

Working with one of StackAdapt’s international measurement partners, Lifesight, Clean Digital launched an FTA study to attribute offline performance.

[Lifesight](#)

Execution

Clean Digital used reporting to derive performance insights and executed on their learnings with strategic in-platform tools like bid factors.

- Reporting API**

Leveraging a mix of StackAdapt’s in-platform reporting as well as Clean Digital’s open API, the team was able to seamlessly connect all of their reporting into one screen view, enabling ease of optimisation.
- Bid Factors**

Clean Digital was able to automate bidding decreases on devices based on the performance that they were seeing in-platform, without needing to pause line items and reallocate budget.

Outcomes

Since the launch of this campaign, Clean Digital and StackAdapt have built a fantastic partnership, launching subsequent seasonal campaigns for Dobbies and expanding into multiple brands for their other clients.