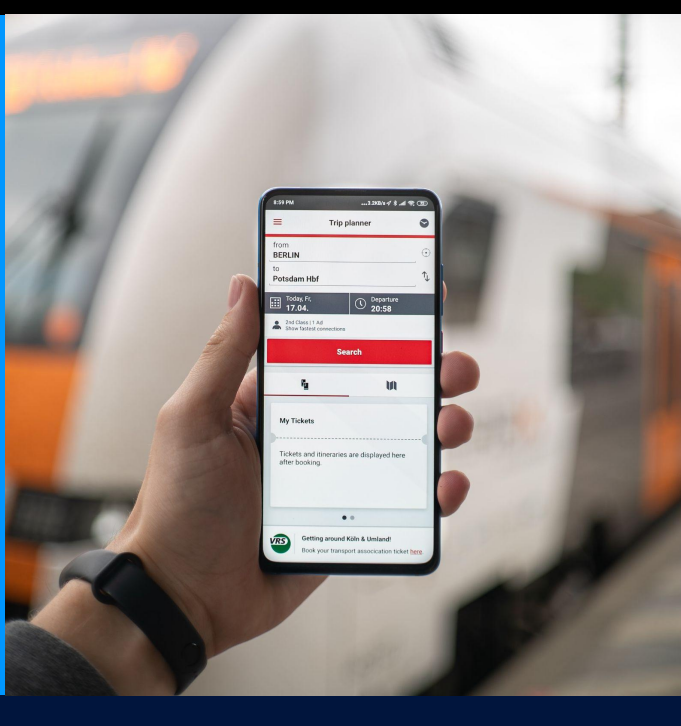


## StackAdapt Success Story

## ROAS Grows Full Steam Ahead With this Programmatic Strategy



## Summary

To increase train ticket sales in selected locations across the UK for their client East Midlands Railway, Fountain launched a campaign with StackAdapt that targeted commuters to increase online conversions. Armed with the help of the StackAdapt Creative Studio, Fountain was able to launch dynamic creatives and leverage relevant targeting segments that successfully drove a CPA that was 85% lower than their benchmark, and the highest Return on Ad Spend (ROAS) that they've ever seen from an advertising platform.

## Background



**Fountain** is a global award-winning digital agency that uncovers growth opportunities at every stage of your marketing funnel.



We are EMR. A rail company dedicated to making sure you have a safe, enjoyable journey—wherever you're headed.



## Terri Westgate

Digital Marketing Consultant, Fountain

"We loved collaborating with StackAdapt on this campaign," says Terri Westgate, Digital Marketing Consultant at Fountain. "Together, we thought of unique ways to reach our target audience, and we did so with creatives that they helped us create, which went beyond our expectations. We ended up driving the best return on ad spend (ROAS) that we've seen when compared to other platforms we've used in the past."

## Challenge

Fountain was looking to recharge travel interest in the UK for their client after a slow period of business.

## Strategy

Fountain's main goal was to reach users who were likely looking for train transportation in specific regions throughout the UK. They implemented a diversified prospecting strategy where they targeted users with personalised messaging, and complemented this tactic with a retargeting strategy. The StackAdapt Creative Studio helped to create dynamic HTML ads that delivered journey time and geo-specific messaging in real-time to the target user.



## Dynamic HTML5 Ads

Using the HTML5 ads created by the StackAdapt Creative Studio, Fountain was able to collaborate with StackAdapt to create engaging ads that drove users to their "Buy Tickets" page. Each ad was set up with a macro to pull dynamic variables such as hyper-relevant location and journey times, which ensured personalised messaging in the every ad that was shown.



## Prospecting

Leveraging StackAdapt's Interest and Intent segments directly in-platform, Fountain was able to target users who had recently browsed a site under the theme of "train bookings". Additionally, they launched a separate targeting tactic using 3rd-party data segments of users with interest in train bookings to ensure scalability. Both tactics were tested and in the end they found that the Interest and Intent segments drove a more efficient CPA, which is when they decided to focus more budget on this tactic.

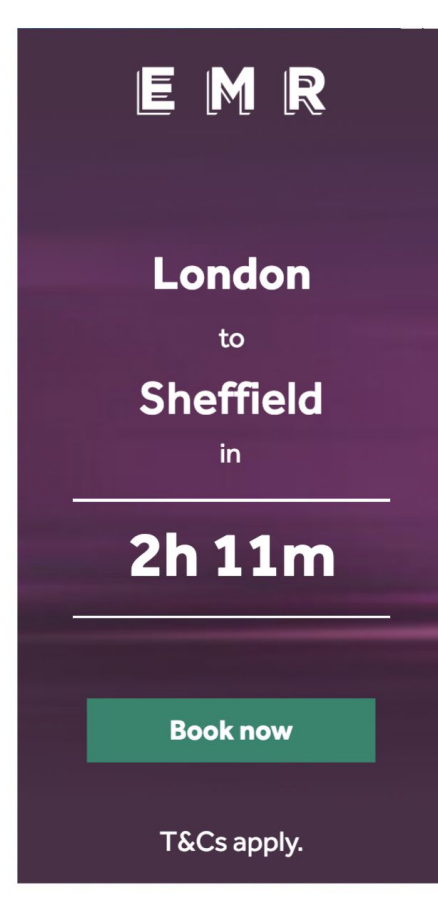


## Retargeting

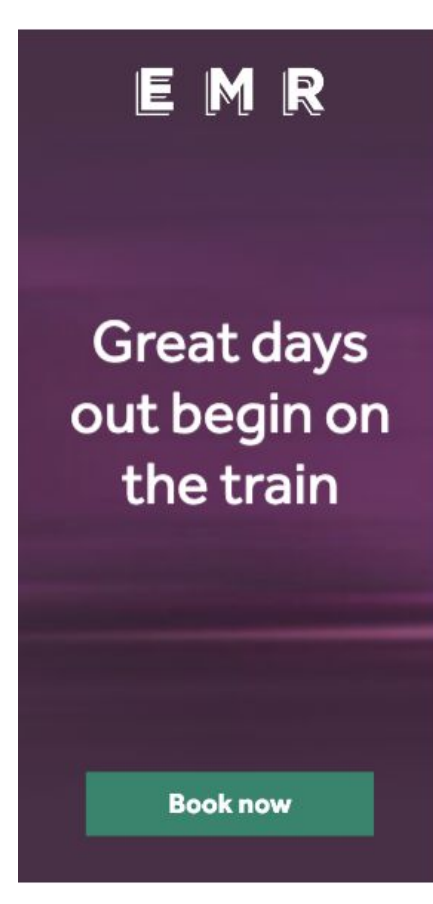
To reach users further down the funnel, Fountain launched a sitewide retargeting strategy for users who had visited the EMR site in the past 30 days or less. This ensured that users who had expressed interest in EMR had a chance to be brought back to site.



3 sec.



3 sec.



3 sec.

## Execution

As their targeting parameters were quite broad for their campaign, Fountain made sure to monitor campaign results and optimise in real-time based on the performance they were seeing in the StackAdapt platform. Leveraging Campaign Editor and Reporting, Fountain implemented the following optimisation strategies to encourage the most efficient conversions for their client.

## Revenue Tracking

Fountain implemented revenue tracking through the StackAdapt pixel to assess which tactics were driving high average purchase value and conversion volume. They optimised their tactics regularly to ensure they were outperforming their benchmarks week-over-week.

## Contextual Categories

Consistently during the flight, Fountain worked with StackAdapt to drive down their cost per conversion, which included optimising their domain categories. Ultimately, they found that Tech & Computing and Family & Parenting contextual categories performed best and so they weighted upwards on these parameters.

## Bid Testing

Noticing that their CPMs had been slowly rising since the beginning of the flight, Fountain lowered their CPM bids by nearly 30% directly in-platform to see if this would lower their overall cost. This had a phenomenal effect, cutting eCPAs by half, and allowing the platform to continue to drive healthy conversion rates across much cheaper bids.

## Results

By utilising StackAdapt's capabilities to run numerous testing tactics, Fountain was able to optimise accordingly and decrease their CPA benchmark by 600%. With new performance insights discovered, they have subsequently launched new campaigns with the top-performing segments and creatives, and continue to leverage StackAdapt to drive conversions programmatically.

In their first campaign with StackAdapt, Fountain drove the following results for their transportation client:



ROAS  
421%



eCPA  
£10

"Since we launched our first campaign with StackAdapt, we've derived incredibly insightful data-based learnings that we implement in present and in the future," says Terri Westgate, Digital Marketing Consultant at Fountain. "We've been testing features with StackAdapt that help us exceed performance for our client, like Dynamic Retargeting and their Page Context AI tool. We don't see our partnership with StackAdapt as just a platform, but as a strategic partner that we include in all of our digital media discussions."