

Crushing Fine Wine Sales Goals Using StackAdapt's Creative Studio

MarketStorm AI leveraged StackAdapt's Creative Studio to develop impactful HTML5 banner ads and target prospective fine wine customers for their retail client.

 **2,634,991** Impressions
  **6,170** Clicks
  **0.23%** CTR
  **59s** Time on Site



What we love about StackAdapt is the ability to not only scale our campaigns through custom audiences specific to each client, but also having the help we need in building the creatives that scale our messaging too; that's where the Creative Studio comes in—and they nail it every time.

— Carole Lawson

Chief Data Officer, MarketStorm AI

The Agency



MarketStorm AI is an Artificial Intelligence-based ad agency. MarketStorm AI works side-by-side with their clients' marketing group, connecting into their goals and objectives, using their creatives (or even offering up a few of their own). They are the AI back-office, complete with seasoned strategists and data scientists, for their clients. The goal of MarketStorm AI is to provide the same kind of ad placement results as the top ad agencies in the world.

The Client

As the only wine retailer in New York with a wine bar, auction division, e-commerce site, and a storage facility, this company's unrivaled collection of highly allocated wines and unmatched expertise makes it a destination for wine lovers and collectors from all over the world.

Goal

In this campaign, MarketStorm AI wanted to drive users to complete purchases online for premium, high-end wine and achieve a positive return on ad spend for their client.

Execution

The StackAdapt Creative Studio developed engaging, HTML5 banner ads for display, as well as product-focused imagery and messaging for native. For targeting, MarketStorm AI leveraged 1st-party Custom Segments and developed a series of highly targeted audiences to reach users that were most likely to convert. They also targeted 3rd-party audiences specific to wine enthusiasts, fine wine interests, and annual wine spending of greater than \$500 USD.

StackAdapt Creative Studio

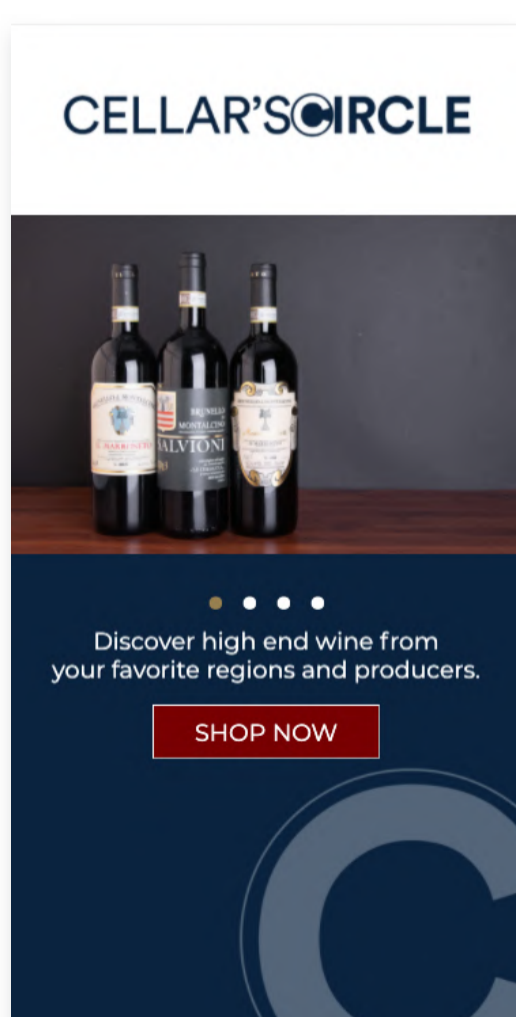


When MarketStorm AI requested unique creatives for their client, my team of Creative Strategists realized we had to come up with something engaging and impactful. For this campaign, we built animated HTML5 banner ads that showcased various wines at different price points, as well as shipping promotions. By showcasing the breadth of products available, the client was able to drive more online purchases and meet their goals.

— Myriam Galarneau

Senior Creative Strategist, StackAdapt

Display Ads



Result

Combining native and display tactics in StackAdapt, MarketStorm AI was able to achieve a 734% return on ad spend (ROAS), and generate \$74,000 USD in new revenue for their client's fine wine retail efforts.