StackAdapt Success Story

Page Context AI is a Key Ingredient to Matrixx's Success

Summary

In an awareness campaign for Challenge Butter, Matrixx Shopper Marketing was looking for a multi-channel platform with scalable targeting tactics to drive high video completion rates (VCR) and click-through rates (CTR) during key seasonal events. They turned to StackAdapt's contextual placements and diverse inventory, and were able to surpass benchmarks for all KPIs, successfully driving brand awareness for Challenge Butter during the highly-anticipated baking holiday season.

Background

Matrixx Shopper Marketing spent the last 20 years helping their clients select the right programs with the right retail partners to maximize ROI and minimize headaches and friction with internal teams and stakeholders.

Challenge Butter has been a quality staple in kitchens since 1911. It's churned daily from two natural ingredients: the freshest 100% real pasteurized sweet cream and salt. That's it. Nothing artificial or synthetic.

CJ Pendleton

Chief Strategy Officer, Matrixx Shopper Marketing

> We wanted to get our ads in front of the right people by leveraging contextual as well as other creative targeting options through StackAdapt," says CJ Pendleton, CSO at Matrixx Shopper Marketing. "By using diversified targeting tactics, we believed there was a higher likelihood that the user would engage with our ads. StackAdapt helped us test these different tactics, all while driving superior performance compared to our other platforms."

Challenge

Matrixx Shopper Marketing was looking to drive efficient and successful top-of-funnel awareness during the busy holiday baking season–a time of year when a user's attention is difficult to achieve.

Strategy

To achieve their awareness KPIs, Matrixx Shopper Marketing leveraged connected TV (CTV) and video channels in both their prospecting and retargeting efforts. StackAdapt worked with Matrixx Shopper Marketing to collaborate on various audiences and creatives to test, to drive the best engagement and awareness for their campaigns.

Matrixx Shopper Marketing used the following strategies to reach their KPIs:

A Multi-Channel Approach

Using CTV, video, and in-banner video ads, Matrixx Shopper Marketing launched videos across diversified inventory to balance scale, high completion rates and clicks.

Differentiated Targeting

Matrixx Shopper Marketing launched multiple targeting tactics to test, such as 3rd-party segments, Interest and Intent segments, an inclusion list tactic and Page Context AI, targeting keywords like "butter" and "baking."

Retargeting With In-Banner Video

Leveraging in-banner video units to retarget users who completed video views from their prospecting tactics, the agency strategically reminded users of Challenge Butter's brand messaging.

Matrixx Shopper Marketing worked with StackAdapt's Creative Studio to create in-banner video units to deliver recipes to users who had previously completed a video view.

Sarah Stephens

Creative Strategist at StackAdapt

> "Working with the team at Matrixx Shopper Marketing to create digital campaign assets was a great collaboration from start to finish. They came to us with video assets that highlighted their products and seasonal recipes, which were perfect for telling their brand story and engaging with their audience. By creating enticing and informative in-banner video ads, we were able to speak to the critical interests of Challenge Butter's target audience and, in turn, increase campaign engagement."

StackAdapt In-Banner Video Ads

V1 [300x600]

V2 [300x600]

The StackAdapt Creative Studio created in-banner video ads for Matrixx Shopper Marketing. With these ads, agencies can take advantage of a display CPM while delivering their brand messaging through video. To view an example of the in-banner video ads, click here.

Execution

Matrixx and StackAdapt monitored results and collaborated on adjustments mid-campaign such as budget shifts, bid factors, and domains. For instance, once the team noticed that Page Context AI was the top performer, budget was shifted to that tactic to capitalize on performance.

Matrixx and StackAdapt utilized the following optimization strategies throughout the campaign lifespan:

Budget

The team moved more budget towards their Page Context AI tactic to support the higher CTR and VCR that they were seeing in-platform.

Bid Factors

With the help of bid factors, Matrixx chose to specify spending patterns in-platform and spend budget during the highest converting weekdays and times.

Domains

Matrixx ran an inclusion list targeting tactic where they tested performance on specific cooking and baking websites, placing either recipe-focused or brand-focused videos. Low-performing sites were paused mid-campaign to encourage more spend on top-tier sites.

Results

With their multi-channel campaign on StackAdapt, Matrixx exceeded Challenge Butter's awareness goals, surpassing their video completion rate benchmark by 3%, their CTV video completion rate by 1% and their CTR benchmark by 21%:

CTV Video Completion Rate
98.31%

CTR
0.14%

OLV Completion Rate
85.25%

Clicks
8,435

> This was our first campaign with StackAdapt," says **CJ Pendleton, Chief Strategy Officer at Matrixx Shopper Marketing**, "and their contextual solution for CPG advertisers, mixed with their outstanding support, enabled our team to drive successful awareness for Challenge Butter during the holiday season. We look forward to more holiday seasons with StackAdapt!"

StackAdapt

Reach out to the StackAdapt team for more information.

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