

## StackAdapt Success Story

# Bringing Healthcare Awareness to Policy Makers With Programmatic



## Summary

With the goal of reaching politically influential people and generating leads online, People First partnered with StackAdapt to drive brand awareness for Precerv.

People First leveraged multiple targeting tactics and creatives to share their messaging about equitable healthcare with policy makers. They were able to reach over 6 million unique users and collected over 367 form fills, generating new contacts to add to their CRM lists.

## Background



**People First** is a peer-to-peer creator marketing firm that empowers causes and brands to source and distribute authentic digital stories from any community, in any language, based on any affinity, on any channel, and at scale.



**Precerv** is an advocacy and education resource that believes that every individual with a cervix should have access to comprehensive cervical cancer screening.



### Ryan Davis

COO, People First

“Our goal for our client was to gather a relevant audience for their cause, and push that messaging further down the funnel,” says **Ryan Davis, COO at People First**. “StackAdapt did a great job at opening up multiple targeting avenues and provided us with creative services that augmented our brand messaging.”

## Challenge

People First needed to reach a niche audience of influential policy advocates with their client's message across all stages of the funnel all while at a cost efficient rate.

## Strategy

Percerv's campaign strategy was split into a few tactics: The first was to narrowly define and prospect an audience of hyper-relevant users who would be involved in the health advocacy space. The second was to develop their brand message in a way that would drive interest and engagement. And the third was to broaden their audience reach and catch the attention of relevant audiences based on their location and income levels.

People First and StackAdapt strategized the following tactics to reach their audience:



### Hyper-Targeting

To identify influential individuals in the women's health advocacy space, People First leveraged niche targeting tactics to reach relevant audiences. They used browsing audiences, 3rd-party data segments, geotargeting affluent neighbourhoods, and website retargeting to reach ideal users.



### Engaging Creative

Looking to drive engagement with the Precerv brand, People First worked together with StackAdapt to create custom HTML5 form-fill units to drive leads, as well as custom native ads to drive increased time on site.

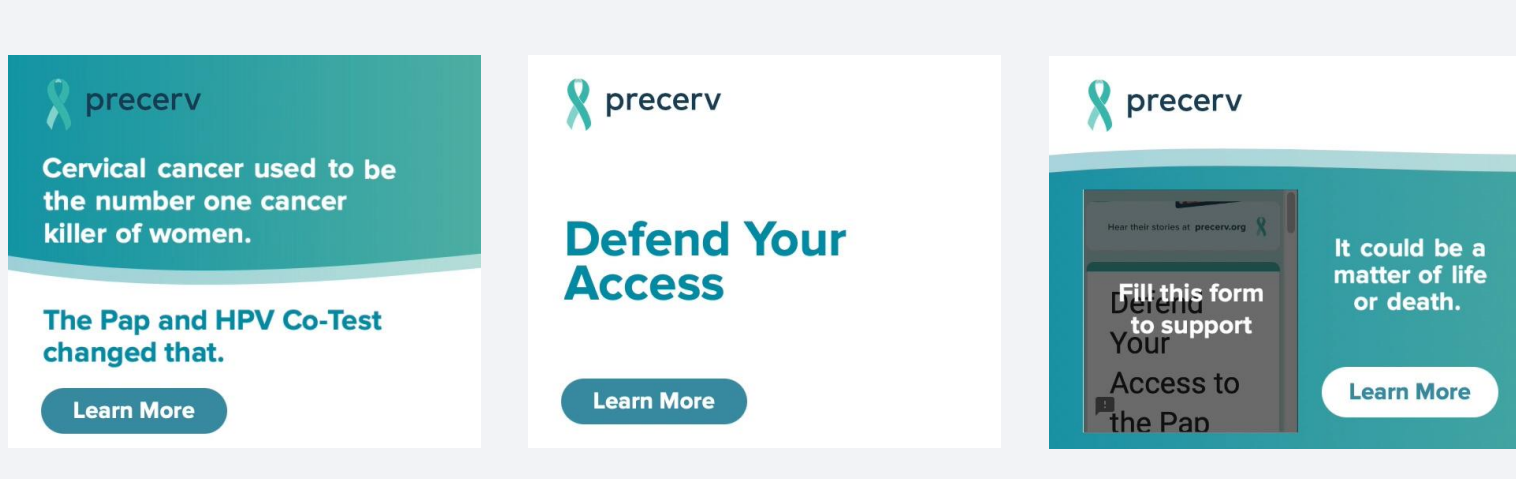


### Lead Generation Lists

People First leveraged form fills in their creatives and their website pages to help build out a CRM list. This served the dual purpose of guiding retargeting and investing in future initiatives.

## Creative Studio Ads

People First's campaign aimed to collect names and email addresses through a petition-style lead generation form. The form appeared on the campaign landing page, and in form-fill HTML5 units created by the StackAdapt Creative Studio.



“Working with People First on their lead generation creatives was a really strategic project. We designed a positive user experience to encourage lead generation without needing the user to even visit the site.”

— Kuldeep Singh, Motion Design Specialist at StackAdapt

## Execution

People First monitored performance while their campaigns were live. To accurately measure the success of their campaign and drive click performance, they leveraged weighted conversion in StackAdapt and CTR goals. To ensure they maximized ROI for each channel, they used StackAdapt's performance-based machine learning to allocate budget according to CPA.

People First used the following execution strategies to optimize their campaigns:

### Weighted Conversion Optimization

This feature directed the StackAdapt platform to optimize towards all designated valued actions on the Precerv site, while prioritizing lead generation results.

### Performance-Based Budget Allocation (PBBA)

People First had confidence in StackAdapt's machine learning capabilities, specifically with in-platform PBBA tool. They leveraged it to optimize towards the campaigns and channels that were yielding the best CPA results.

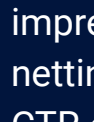
### CTR Goals

To drive engagement, People First optimized towards a CTR goal, allowing the campaign to find sub-segments of the target audience that were most likely to engage with the content and click through the native and display assets to the Precerv website.

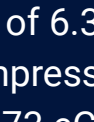
## Results

The initial flight of the campaign yielded 13 million impressions with a unique reach of 6.3 million users, netting out at a frequency of 2 impressions per user. The CTR of 0.12%, coupled with a \$2.73 eCPM overall yielded a cost-efficient way to generate awareness among a politically engaged audience.

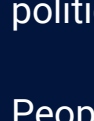
People First and StackAdapt were able to drive the following results:



Unique Reach  
**6.3 Million**



Leads Generated  
**367**



eCPM  
**\$2.73**



Engagements  
**3,089**

“Our partnership with StackAdapt has allowed us to not only reach target users with Precerv's message,” says **Ryan Davis, COO at People First**, “but it's also opened up doors for us to create new contact lists for future initiatives, which holds immense value. StackAdapt has helped us to seamlessly integrate multiple initiatives within one campaign, and we look forward to more strategy collaboration in the future.”