

Connected TV Performs Swimmingly for This Australian Brand



Summary

Sunny Digital was looking for a new programmatic partner who shared their values and who could help them reach the right audience for their client, Rackley Swimming. With their KPI of \$60 CPA or below for swim lesson sign ups, they tested multiple targeting tactics and channels with StackAdapt. Ultimately, they reached a CPA of \$4.07 after only four months of spend, and an incredible decrease in CPL of almost 1000% for their display tactic compared to their previous partner!

Results



\$4.07
Overall eCPA



\$54
BVOD CPM



+100%
Higher Completion Rates Than Previous Partner



-1000%
CPL With Social Retargeting Display



Sunny Digital focuses on depth, not breadth when it comes to digital marketing. They are experts at paid digital advertising and everything it entails, and leverage a multitude of advertising channels in a variety of ways for clients to drive real, tangible ROI.



With venues throughout South East Queensland, **Rackley Swimming** is a family-owned swim school. They’re passionate about teaching families the swim skills for children to enjoy a life-long love of the water.



“StackAdapt has enabled us to serve video and CTV much more efficiently than we had previously, generating better brand awareness for our clients. For me, bringing StackAdapt into the agency as a partner has enabled the team to think more strategically about the type of audiences we can target and what sort of channels are going to work best for our clients.”

– **Brittany Munro, General Manager at Sunny Digital**

Challenge

Rackley Swimming was looking for a scalable way to drive awareness and sign ups for their swim centers in a relatively small geographic area.

Strategy

Utilising StackAdapt’s variety of targeting, channels, and inventory options, Sunny Digital reached prospects and site visitors at multiple stages of the marketing funnel.



Multi-Faceted Targeting
To scale and hone in on relevant users within the vicinity of Rackley Swimming, Sunny Digital leveraged a suite of prospecting and retargeting tactics with StackAdapt. They leveraged postcode targeting and Browsing Audiences targeting three segments of users: mothers of young children, expecting parents, and those looking for swimming lessons. To expand on this prospecting audience, they leveraged lookalike audiences to find users similar to those in this targeting pool. Finally, they retargeted users who didn’t complete a booking on their website to bring them back to site.



Multi-Channel Strategy (CTV and Display)
Leveraging a multi-channel strategy to create brand awareness and drive users further down the funnel, Sunny Digital covered multiple stages of the funnel with connected TV and display ad placements. They leveraged brand messaging in their CTV, video, and display creatives to showcase their availability at their swim centres.



Broadcaster Video-On-Demand (BVOD) Deals
Leveraging StackAdapt’s partnerships with BVOD suppliers, Sunny Digital ran on curated CTV inventory through custom deals. Accessing popular BVOD channels such as 7Plus, 9Now, 10Play, Foxtel, and SBS, they placed Rackley Swimming’s brand messaging in front of their target audience to increase brand awareness for their swimming lessons.

Execution

Sunny Digital leveraged StackAdapt to customise their display creatives for optimal engagement and optimised their geotargeting spend based on business priorities.

Creative Studio
Sunny Digital leveraged the StackAdapt Creative Studio to make custom HTML5 display creatives. Together, they created high impact countdown ads that promoted a swimming lesson giveaway contest and its deadline, driving users to book a lesson on-site with Rackley Swimming.

Social Retargeting
Sunny Digital retargeted users who had seen a prospective StackAdapt ad through their social advertising platforms, pushing them further down the funnel to conversion. This helped decrease their original CPL KPI by 1000%.

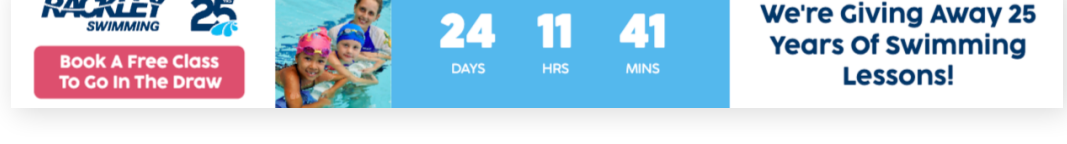
Bid Factors
Prioritising certain swim centres over others, Sunny Digital raised awareness for less visited centres and were able to deprioritise locations that already had enough bookings registered, without having to pause line items manually.

Countdown Ads

300x600


970x250


300x250


728x90


Outcomes

Sunny Digital continues to grow their relationship with their StackAdapt team, and looks forward to testing new strategies for their clients, including dynamic personalised creatives based on geo, and testing channels like in-game and digital out-of-home.