

## StackAdapt Success Story

## The Stable Tests New Tactics and Expands e-Commerce Sales Overseas



## Summary

The Stable was looking to hit their 400% return on ad spend (ROAS) goal in the competitive direct-to-consumer (DTC) e-commerce market. Since working together, The Stable and StackAdapt have driven an impressive increase in conversions and sales revenue, surpassing their ROAS goals and achieving unimaginable scale for Pit Viper beyond the US, and into global markets.

## Background



**The Stable** is a commerce agency that incubates and grows the direct-to-consumer (DTC) brands that people love.



**Pit Viper** is here to party. The company's foundation is creating eyewear that can take a beating. They will always deliver the optimal blend of style and performance.



## Lindsay Romanelli

Director of Digital Media, The Stable

Nowadays, it's tough to break through the noise of other e-commerce brands trying to fight for consumer attention. We thought of a strategy that was hyper customized to the products that we were advertising, and approached relevant users with a tone that they would find appealing. We needed an ad unit that would grab the attention of our ideal user. Working with StackAdapt, it was super easy to test out different variations, targeting tactics, and ultimately achieve a higher ROAS.

## Challenge

The Stable was looking to reach new audiences in different ways to meet their ROAS goal. Finding a platform that was able to run unique, attention-grabbing formats was imperative to their success.

## Strategy

The Stable first launched native campaigns with StackAdapt, capitalizing on the ability to customize their creatives with witty headlines, body copy, images and a call to action (CTA) that would appeal to their ideal user. To ensure maximum reach and conversions, a mix of prospecting with Browsing Audiences and retargeting of website visitors was incorporated.

The Stable leveraged the following StackAdapt features to reach their KPIs:



## Custom Browsing Audiences

Intersecting StackAdapt's Interest and Intent segments, as well as some Browsing Audiences composed of Pit Viper's repurposed search terms, were used to cast a narrow net of hyper-relevant users that fit into personas such as 'Nascar Fans' and 'Ram Pick-Up Truck Enthusiasts'.



## 3rd-Party Audiences

To ensure maximum scalability and reach, The Stable incorporated a second type of targeting tactic, audience targeting with 3rd-party segments, into their media plan to reach users in their audience personas such as military, NFL fans and golfers.

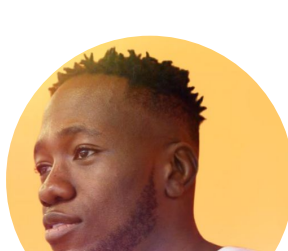


## Retargeting

By placing a pixel on the Pit Viper site, The Stable leveraged a lower-funnel retargeting tactic to bring users back to site and complete a conversion.

## Creative Studio

The StackAdapt Creative Studio worked with The Stable to launch lower-funnel display tactics such as countdown units and dynamic retargeting, which caught the eye of their target user.



## Te'Shawn Dwyer

Creative Strategist at StackAdapt

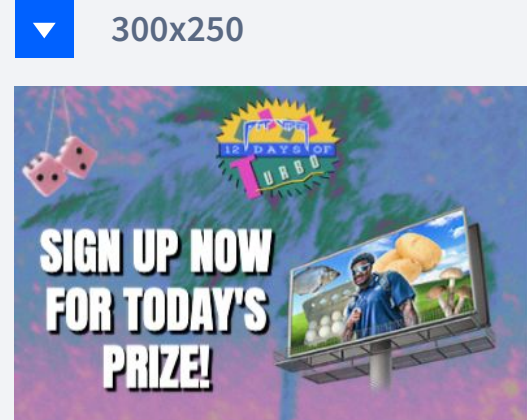
Working with the team at The Stable has been a labour of love—they are excellent partners to collaborate with. Our goal for the Pit Viper assets was to always produce high-performing and engaging ad units that blend easily into their brand's retro design.

## Creative Studio Countdown Ads

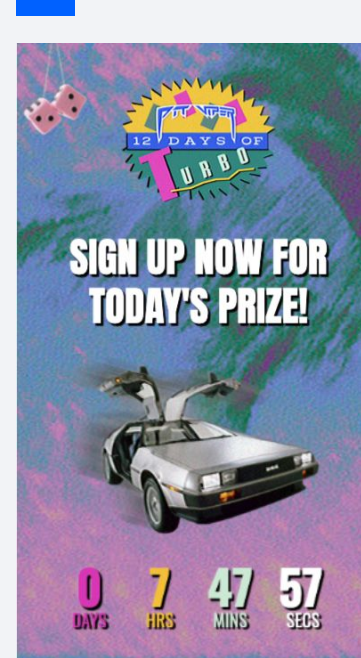
728x90



300x250



300x600



The StackAdapt Creative Studio developed custom countdown ad units to support Pit Viper's various promotions, generating a click-through rate (CTR) increase of 110% compared to the campaign's previous performance.

## Execution

After the success of their original test, The Stable increased their investment with StackAdapt to test out new creatives from the Creative Studio, new targeting tactics and expanded scope to other countries outside of the US. Some new targeting tactics included a lookalike audience of purchasers and contextual targeting. They also placed the StackAdapt Universal Pixel on the Pit Viper site to enable engagement tracking.

The Stable leveraged the following strategies to reach their KPIs:

## Page Context AI

Confident in StackAdapt's machine learning and AI capabilities, The Stable incorporated Page Context AI as a contextual targeting method to serve ads to people browsing web pages relevant to sports and events.

## Engagement Tracking

Placing the StackAdapt Universal Pixel on the Pit Viper site allowed The Stable to optimize toward time on site metrics, and further hone in on relevant users who spent at least 15 seconds on site after they clicked.

## Lookalike Audiences

While collecting conversion data, The Stable chose to generate a lookalike audience from past purchasers to expand user reach, especially overseas.

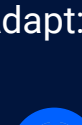
## Results

Following the success of their initial test, The Stable has expanded their original targeting to include new tactics and new geographic targets. They continue to drive incredible ROAS across the US, Canada, Europe, New Zealand, and Australia for their client, Pit Viper.

Since campaign launch, The Stable has achieved the following results with StackAdapt:



ROAS Growth  
**+246%**



Conversion Rate Growth  
**+387%**

The Stable and StackAdapt's partnership has grown and evolved to a great place where we can test and optimize seamlessly. Not only were we able to try new targeting methods as the campaign progressed, but we have also been able to gather really impactful insights that can help our creative strategy in the future. All this goes to say that working together was very beneficial for our campaign, and we look forward to seeing how we can expand Pit Viper's media presence even further!

Lindsay Romanelli, Director of Digital Media at The Stable