

# Native Outperforms Interactive Display for Customers Looking to Drive In and Drive On!

tbk Creative ran native and interactive display ads side by side in StackAdapt and achieved slick results for its client Jiffy Lube® Ontario.



**80%**

Decrease in CPA with native over display



**78%**

Increase in conversion rate with native over display



We were keen to learn how StackAdapt's native ad platform would perform. We can report that native outdid display for our client, Jiffy Lube® Ontario. Our team experienced first-hand how powerful native advertising can be in the execution of our client's coupon campaigns.

— **Michael Ramsey**

VP Digital, tbk Creative

## The Agency



tbk Creative is a web design, branding and digital marketing agency. To date, the company has received 15 international digital marketing awards and in 2018 was named top "Online Marketing" provider in London, Ontario by Consumer Choice Award. Companies turn to tbk Creative for the development of corporate websites, large-scale platform integrations and the management of their digital marketing campaigns.

## The Client



Jiffy Lube® pioneered the fast oil change industry in 1979 and has created major advancements in automotive preventative maintenance services that help consumers quickly, conveniently and confidently maintain their vehicles. With about 2,000 franchises in North America, and over 135 in Canada, Jiffy Lube® services approximately 24 million customers each year. tbk Creative manages all 59 Jiffy Lube® locations in Ontario.

## Goal

Continuing the momentum from the successes of their 2017 strategy for Jiffy Lube®, tbk Creative sought to achieve a lower CPA for their client's online coupon campaigns.

## Execution

tbk Creative had not run native ads previously for Jiffy Lube® and was curious about its performance versus display. With our experience as a multi-channel DSP, tbk Creative reached out to StackAdapt to run both interactive display and native ad creative to determine if they could see a lift in performance. Both the native and interactive display ad format promoted a Jiffy Lube® services coupon—\$8 dollars off a customer's oil change—via a corporate landing page.

Using StackAdapt's 1st-party intent-based Custom Segments, tbk Creative targeted internet users in Southwestern Ontario and the Greater Toronto Area who were reading about topics relevant to motor oil and car maintenance. Demographic targeting was then layered over the Custom Segments to maximize the results.

### Native



### Download an \$8 off coupon for Jiffy Lube.

At Jiffy Lube, we do more than just oil changes. Save \$8 on any eligible service today! Drive in. Drive on.

Ad by **Jiffy Lube**

### Display

**jiffylube®**

**MORE THAN JUST OIL CHANGES**

- ✓ Oil Changes
- ✓ Windshield Wipers
- ✓ Tire Services

*And More!*

## Result

Driving home the effectiveness of native ads and Custom Segments, tbk Creative decreased the CPA by 80% with native versus display, while increasing conversion rates by 78%.