

ROAS Revolution for an E-Commerce Brand



Summary

Gelpro, an e-commerce leader in collagen and whole-food supplements, aimed to boost their national presence in a cluttered market. Adcreators, a digital and creative agency, stepped in, harnessing StackAdapt's capabilities. Leveraging advanced targeting options at StackAdapt, they achieved a remarkable ROAS surge of 1000% while reducing CPAs. This resulted in sustained low CPMs and elevated brand visibility, consolidating Gelpro's position in the market.

Results



eCPM
\$5.71



CTR
0.19%



Engagement Rate
22%



Average CPA
\$13



Gelpro is a leading e-commerce provider of high-quality collagen and whole-food supplements.



Adcreators, part of Born Creators Group, is a Sydney-based full-service creative and digital marketing agency that has made its mission to pioneer brands, catalyze change, and pave success.



Gelpro is thrilled with the results achieved through Adcreators' strategic use of StackAdapt. By leveraging this platform, we've seen remarkable improvements in key metrics such as ROAS, CPC, and CPM. Adcreators' expertise in harnessing StackAdapt's capabilities has not only driven cost efficiencies but also enhanced our brand visibility and market positioning

—Sive Buckley, Managing Director, Adcreators

Challenge

Gelpro's existing paid media efforts showed a ROAS of 400% on Google and 800% on Meta's retargeting campaigns, with CPAs ranging from \$20 to \$25. Gelpro aimed to improve those metrics and increase sales revenue.

Strategy

The strategy focused on testing new targeting tactics to broaden reach and leveraging location-based audiences for contextual relevance. Pixel tracking would monitor ROAS and engagement metrics, enabling real-time optimizations to enhance campaign performance.

Execution



Third-Party Audiences

Adcreators leveraged StackAdapt's 3rd-party data catalog to craft bespoke audience combinations that enhanced targeting.



Targeting Tactics

Various targeting tactics, including Lookalike Audiences, behavioural and contextual targeting, were implemented to extend campaign reach. Location-based audiences were carefully segmented to ensure that the campaign resonated with the target demographic in specific geographical areas.



Pixel Tracking

Pixel tracking helped Adcreators monitor key metrics such as ROAS and engagement, enabling the team to make timely adjustments and optimizations to the campaign for improved performance.

Outcomes

Outperforming Google and Meta by achieving a 1000% ROAS and lower CPMs, Gelpro continues to leverage StackAdapt's performance-driven platform, keeping their campaign in top shape. After a year of partnership, Gelpro's advertising efforts have seen sustained growth, strengthening their e-commerce presence.