

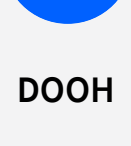
Fueling Campaigns with Strategic DOOH Partnerships



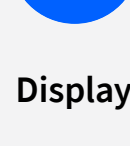
Summary

Global energy provider Octopus Energy partnered with StackAdapt for a digital out-of-home (DOOH) campaign to promote their services in Spain. Strategic planning and deals with DOOH partners led to three million impressions delivered within budget. StackAdapt's Creative Studio developed engaging formats and implemented a multi-channel retargeting strategy. Starting with DOOH and then transitioning to display and native ads, the campaign drove positive results in six key cities: Madrid, Bilbao, Valencia, Seville, Málaga, and Barcelona, exceeding campaign goals.

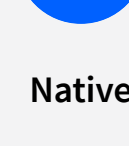
Solutions Used




DOOH



Display



Native



Multichannel Strategy

Results

CTR
Up to **3.30%** from display and native campaigns.

DOOH Impressions
2.7M

Conversions
>1,000 registered from display and native retargeting campaigns.



Octopus Energy is an award-winning energy supplier known for providing “great value energy” for seven consecutive years. They deliver energy services across all sectors, with a focus on renewable and cost-efficient solutions.



Our partnership with StackAdapt played a key role in executing our campaigns in Spain. Their connections with DOOH media owners in our target areas helped us promote our campaigns effectively, leading to higher impressions and increased traffic while staying within our budget.

—Guy Cherchez, Paid Media Specialist

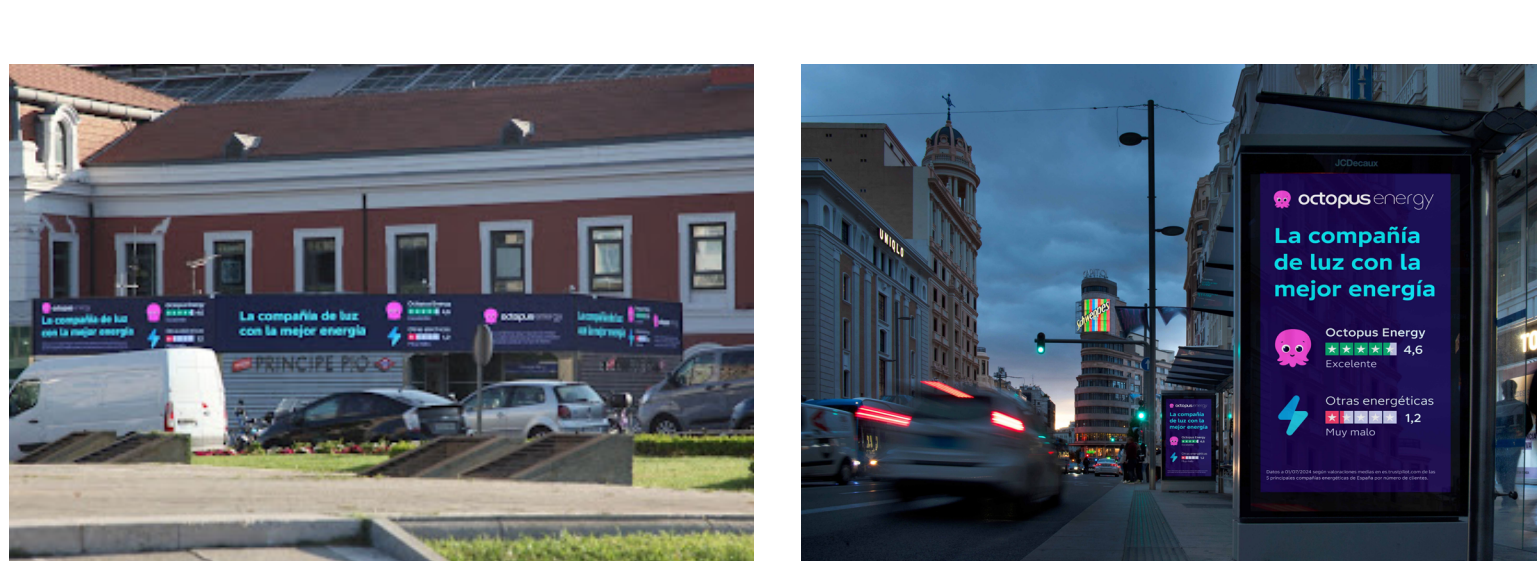
Challenge

Octopus Energy aimed to enhance brand awareness and expand their reach into six major Spanish cities. They sought a solution to access premium DOOH screens in prime locations for effective campaign promotion.

Strategy

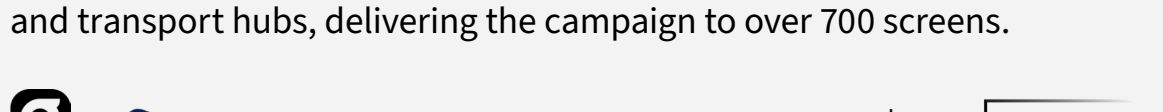
StackAdapt worked with its DOOH partners to create a strategic plan that placed Octopus Energy's ads across high-traffic malls, prominent streets, and busy train stations. This approach set the stage for efficient resource allocation and to achieve campaign goals.

Creative Examples



Execution

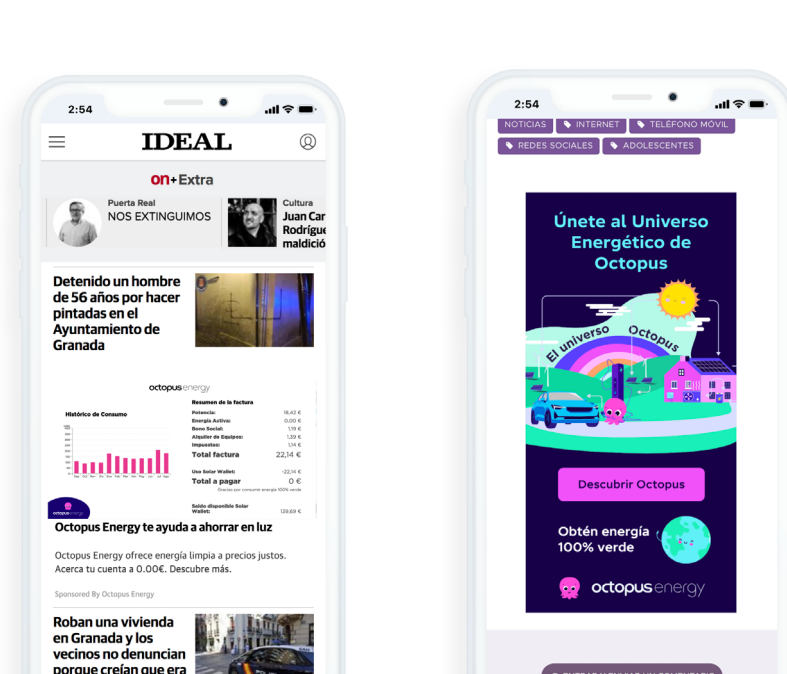
Digital Out-of-Home (DOOH)
StackAdapt partnered with key DOOH providers to ensure broad coverage in high-traffic areas across major Spanish cities. This included exclusive access to screens in prominent locations such as major shopping districts and transport hubs, delivering the campaign to over 700 screens.



Multi-Channel Strategy
To boost traffic, reach, and engagement, display and native ads were used to retarget audiences who had been exposed to DOOH ads. StackAdapt's DOOH Retargeting solution, powered by Adsquare, accurately tracked device IDs of those exposed to the DOOH ads. This data was then used to retarget these audiences with either display or native ads, achieving a 1.34% CTR. Audiences engaged across all three channels—DOOH, display, and native—saw a CTR of up to 3.3%.



Creative Studio
Using the original creatives developed by Octopus Energy for DOOH and native formats, the StackAdapt Creative Studio team applied their expertise to craft HTML5 interactive display ads. This strategic combination of diverse ad formats resulted in tailored ads that led to an immediate increase in click-through rates.



Outcomes

Building on the success of their first campaign with StackAdapt, Octopus Energy continues their partnership to deliver impactful campaigns that drive traffic, boost awareness, and effectively engage audiences.