

# A Digital Marketing Strategy is Always in Motion and Well-Travelled

Silicon Valley Growth Agents' campaigns executed on the precise customer journey for both the luxury and price conscious traveller.

## Travelpro



**75%**

Increase in Purchase Conversion Post Creative Studio



**93%**

Increase in ROAS Post Creative Studio



**\$322**

Average Order Value

## SWISSGEAR



**60%**

Increase in Purchase Conversion Post Creative Studio



**89%**

Increase in ROAS Post Creative Studio



**\$86**

Average Order Value



Being able to tap into the Creative Studio was a game changer. Their design approach is shaped by data from millions of interactions online. It's what persuaded us to let them run with the creative for our campaigns. And we're glad we did. Week over week they deliver top shelf creative and outstanding campaign performance, all backed by informed and responsive Account Services.

— E. Brian Johnson

Creative Director, Silicon Valley Growth Agents (SVGA)

## The Agency



SVGA is a full-service digital agency. Their approach moves beyond B2B and B2C to a refreshing customer-first strategy. They use a vast proprietary data source to build fully realized customer profiles, powering highly targeted, omnichannel campaigns that build trust and connect to customers as people. They focus on one key metric—ROI. Which is why their fee structure is performance based.

## The Clients



Travelpro makes high quality premium luggage for experienced travellers. As inventors of the Original Rollaboard, Travelpro makes the garment bags, suitcases, executive briefcases, rolling travel duffel bags, totes and backpacks that are the choice of more than ninety airlines and millions of frequent travellers worldwide.



For decades SWISSGEAR has been innovating the way people handle life on the go with smart design, superior quality luggage, laptop backpacks, and travel gear meant to deliver performance and style. SWISSGEAR continues to ensure whatever you need travels easily, safely, and stylishly with you.

## Goal

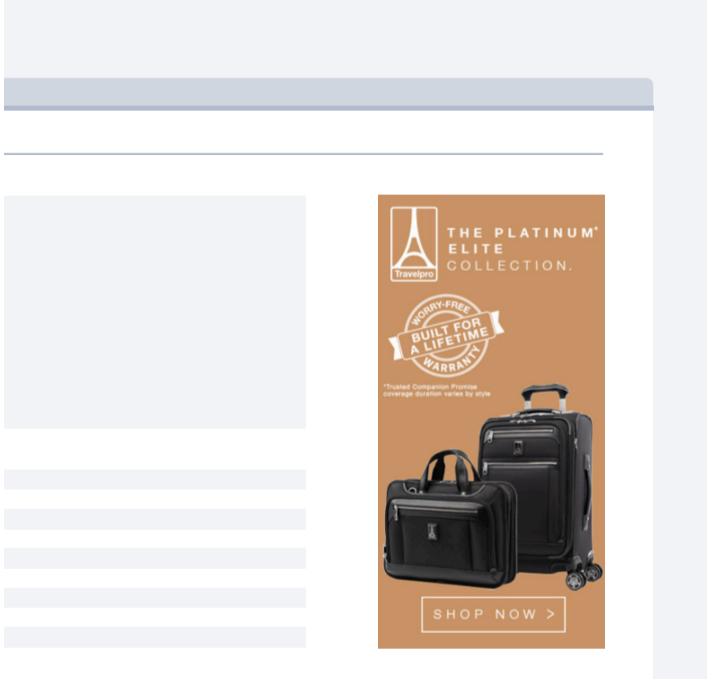
The goal for both campaigns was for Silicon Valley Growth Agents to achieve conversions for their Travelpro and SWISSGEAR clients.

## Execution

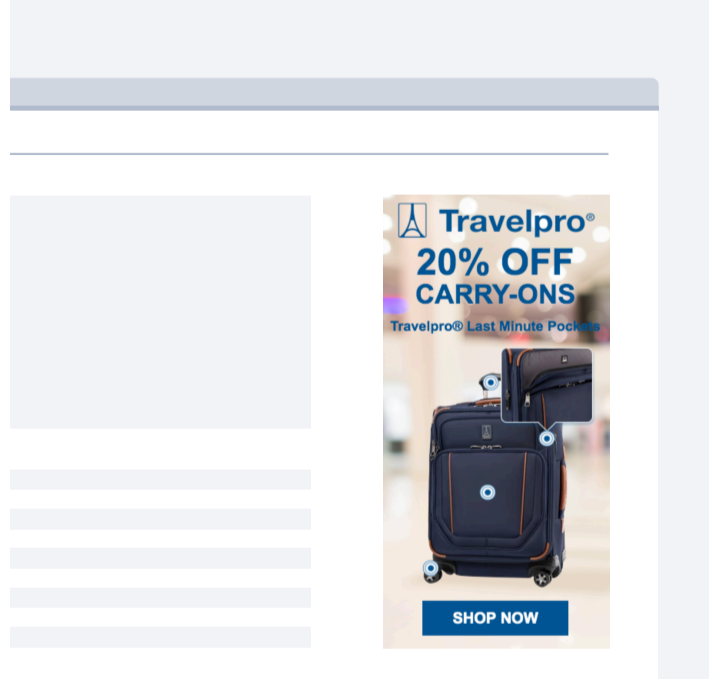
StackAdapt launched approximately 2 to 3 campaigns a month for both Travelpro and SWISSGEAR. First-party, custom segments and 3rd-party audiences were used for targeting tactics at the top of the funnel to achieve general awareness. Then, various retargeting tactics were employed for site-wide retargeting with a 30-day recency. Additional demographics and psychographics were layered on, taking into consideration the value and target market for each of the goods being sold—for example, high household income, luxury travellers for Travelpro.

## StackAdapt Creative Studio

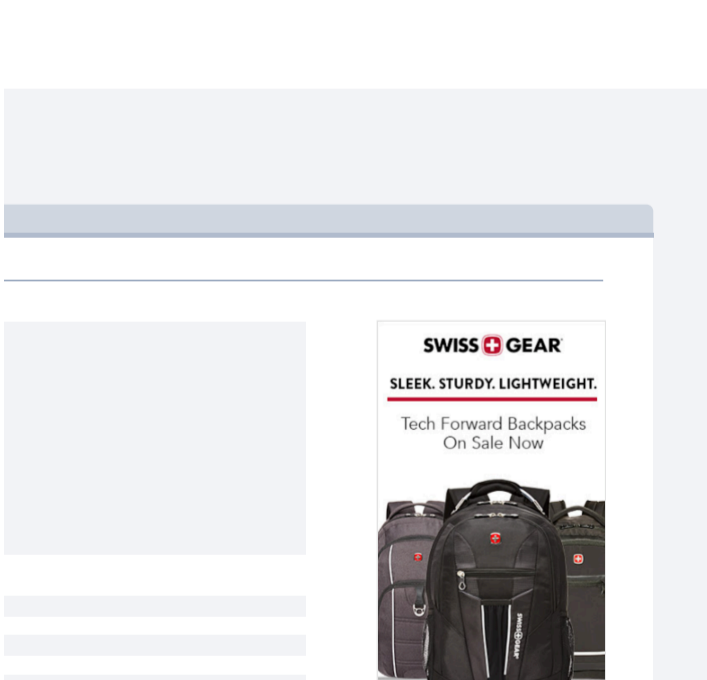
The campaigns really flipped into high gear once the Creative Studio was introduced. The StackAdapt Creative Studio prepared dynamic retargeting ads, HTML5 carousel ads and HTML5 hotspot ads, and incorporated more creatives to run in rotation, creating an always-on personalization engine. From that point onwards, the conversion rates continued to double every month. Here are examples of before and after creatives designed by StackAdapt's Creative Strategists:



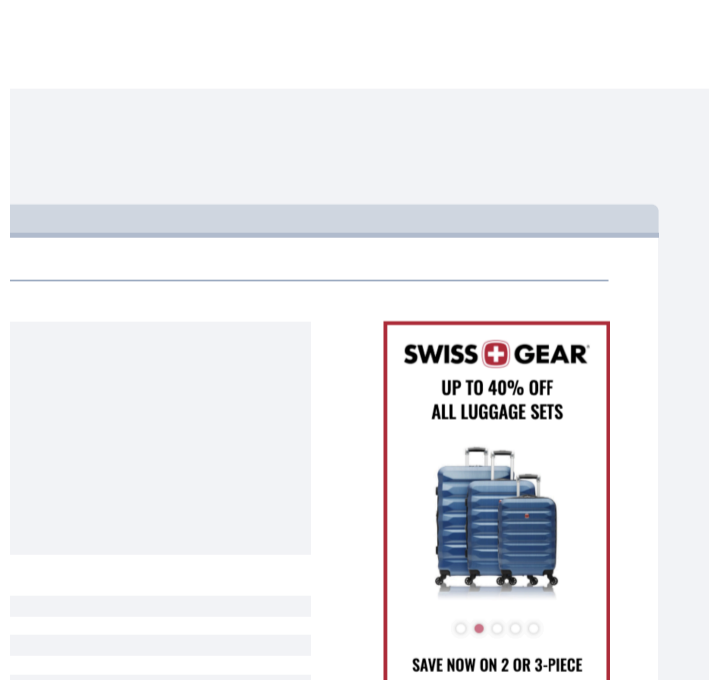
Travelpro Before



Travelpro After



SWISSGEAR Before



SWISSGEAR After

## Result

By leveraging the StackAdapt Creative Studio, Silicon Valley Growth Agents delivered unparalleled ROAS for both campaigns:

### TravelPro ROAS and SWISSGEAR ROAS

■ TravelPro ROAS ■ SWISSGEAR ROAS

