

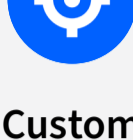
Securing Conversions and Exceeding CPA Goals with B2B Targeting Solutions



Summary

SentinelOne, a leading cybersecurity platform, was looking to generate conversions using form fills on their website. To get in front of IT decision makers, SentinelOne partnered with StackAdapt to increase reach and target the right audiences, all while minimizing overall media spend waste. Using StackAdapt's targeting solutions and Creative Studio team to build engaging creative assets, SentinelOne exceeded its primary KPI target of a CPA of \$80, and achieved a CPA of \$72.56.

Solutions Used



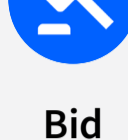
Custom Targeting



Page Context AI



Creative Studio

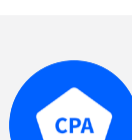


Bid Optimizations



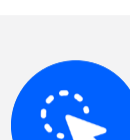
3rd Party Data Partners

Results



CPA

Campaign CPA well under goal by **-\$7.44**.



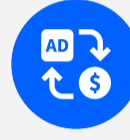
CTR Lift

An increase of **130%** using Creative Studio assets.



Average Time on Site

Achieved a **105%** increase in just one year.



Conversions

Generated a **668%** increase in conversions in just one year.



SentinelOne is a leading provider of security solutions designed to help organizations secure their assets. It has created the world's most advanced cybersecurity platform and is used by 4 of the Fortune 10 enterprises.



Our partnership with StackAdapt has been instrumental in transforming our programmatic display efforts - from having no campaigns to executing large-scale global activations across EMEA and AMER. Reaching B2B audiences is inherently challenging, but through ongoing optimizations and leveraging StackAdapt's advanced targeting capabilities, we have successfully surpassed our initial goals for both conversion volume and acquisition costs.

—Ash Miah, Digital Lead, Global

Challenge

SentinelOne wanted to increase reach and conversions while effectively targeting IT decision makers in the noisy B2B marketplace.

Strategy

To get in front of the right audiences, SentinelOne tested new targeting tactics in the StackAdapt platform, including ABM Targeting and Page Context AI, to better reach niche audiences and reduce media spend waste.

SentinelOne also used bid factoring and bid optimizations to identify campaign trends, such as users being more likely to convert on desktop, and optimized accordingly. Campaign rules were created to down bid on mobile devices based on these insights.

Execution

To generate conversions and reach the right audience, SentinelOne used the following StackAdapt solutions:



Custom ABM Targeting

Initially, SentinelOne used StackAdapt's targeting solutions, including 3rd-party data integrations, Browsing Audiences, and Page Context AI, to zero in on niche audiences. To enhance their strategy, they then deployed custom ABM audiences targeting specific IT decision-makers. Firmographic data was layered on to strengthen these audiences based on attributes like seniority, company size, and job function. Additionally, the Competitor Conquest targeting feature allowed SentinelOne to intercept users at companies currently using a competitor's software.

The Results: SentinelOne was able to reach niche audiences, maximize ad spend, and exceed their target CPA goal of \$80.



Page Context AI

To further SentinelOne's targeting tactics, the company used StackAdapt's machine learning and AI to reach audiences based on the content they engage with. Page Context AI was employed to create personalized ad experiences for SentinelOne's niche target audiences and improve overall campaign performance.

The Results: Page Context AI helped SentinelOne drive some of the campaign's strongest CPAs and outperformed custom and 3rd-party audiences in some markets.



Bid Optimizations

Consistent optimizations allowed for the efficient refinement of overall campaign delivery and performance. Automated analysis identified key trends, such as conversions occurring primarily on desktop devices, which informed bid adjustments for other ad formats, ensuring that spend was allocated effectively.

The Results: Bid optimizations increased average time on site by 105% and secured over 650% year-over-year growth in conversions through effective reallocation of spend based on real-time insights.



Creative Studio

StackAdapt's Creative Studio team designed multiple ads in different formats—like hotspot, animation, and carousel ads—for SentinelOne's separate product offerings. Also included from SentinelOne's separate roadmaps that helped SentinelOne map out the best creative format to use to reach the highest conversion and engagement.

The Results: Compared to client-built creatives, StackAdapt's Creative Studio ads saw a CTR lift of +130%.

Outcomes

With this collaboration with StackAdapt, SentinelOne secured their campaign goals and locked down successful conversions, safeguarding a strong ongoing partnership.