

Driving Engagement and Conversions for a Multilingual Campaign



Summary

Springbok's campaign for Foodbag focused on driving awareness and conversions by using contextual capabilities in StackAdapt. The campaign ran for 12 months in Wallonia and 4 months in Flanders, achieving significant conversion rates and unique conversions. Overall, continuous optimizations and dynamic audience population helped Springbok reach their campaign goals.

Results



Springbok is a digital and creative agency for positive growth, operating from 5 offices in Belgium and the Netherlands. They partner with ambitious brands to create lasting growth that is good for the planet, great for people, and outstanding for business.



Foodbag is a weekly cooking box delivery service that provides fresh ingredients and original recipes directly to customers' doors. With unique flavour combinations, Foodbox aims to provide accessible dishes and Belgian classics.



Partnering with StackAdapt has been a great experience. The team's dedication and creative approach, coupled with their precise targeting and dynamic retargeting strategies, have built authentic connections with our audience. StackAdapt feels like an extension of our own team, making the journey towards digital success a collaborative one.

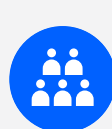
–Gilles Goethals, Performance Marketer, Foodbag

Challenge

Springbok's challenge was to increase awareness and drive online sales in both the French and Flemish-speaking regions for their client, Foodbag, a direct-to-consumer cooking box delivery service.

Strategy

Springbok planned to leverage dynamic retargeting creatives to reflect real time discounts, and personalize the users journey. Overall, the strategy in this campaign for Foodbag was aimed to drive higher conversions and boost retention rates.



Prospecting

The initial focus was to raise awareness of the brand in the French-speaking region. This involved leveraging keywords, 3rd-party segments, and creating custom app audiences.



Retargeting

Following the awareness stage, the strategy would shift to the Flemish-speaking region, emphasizing online sales. This would involve retargeting and deploying effective creative units.



Customization

In order to ensure long-term success in the campaign, weekly customizations for audiences and creatives were planned.

Execution

Springbok implemented dynamic retargeting for a personalized user experience, ensuring content relevance. They used a variety of creatives through rotation for consistent audience engagement.

Contextual Targeting

Contextual audiences were regularly updated with relevant topics, ensuring content remained pertinent to the audience's interests and preferences, contributing to sustained engagement.

Personalization

Dynamic retargeting creatives were leveraged to individualize the user experience, aligning with their specific interests and behaviors. This approach boosted engagement and conversion rates within the campaign.

Creative Optimization

A variety of creatives were used, allowing for continuous optimization towards high-performing visuals. This dynamic rotation ensured the most effective and relevant content was consistently showcased.

Outcomes

This campaign boosted audience engagement with an average time on site being 334.6 seconds, increased conversion rates showcasing relevant content, ultimately driving the campaign's success.