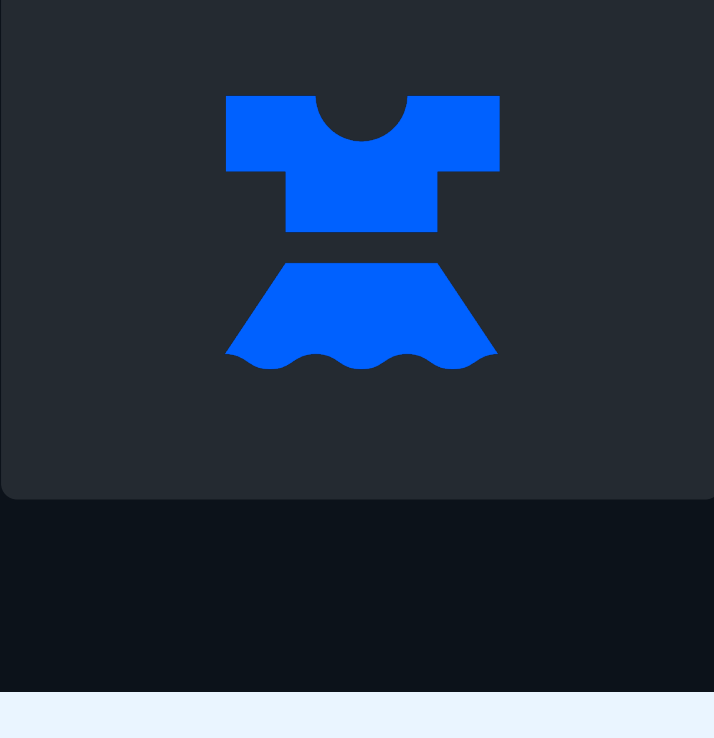


# How OPR Media Streamlines Campaign Efficiency

Resulting in a 40% Increase for Two Global Luxury Fashion Giants



## Impact on Business

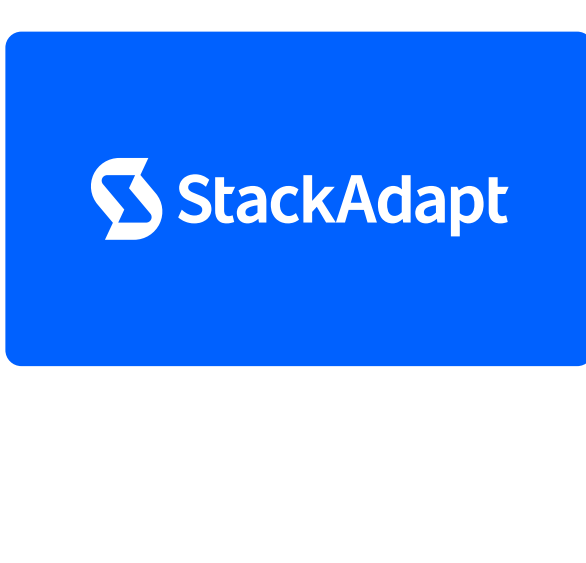
Through close collaboration with StackAdapt, OPR Media achieved a 40% increase in campaign turnaround time while navigating strict brand guidelines.



### Global Luxury Fashion Clients

The Client

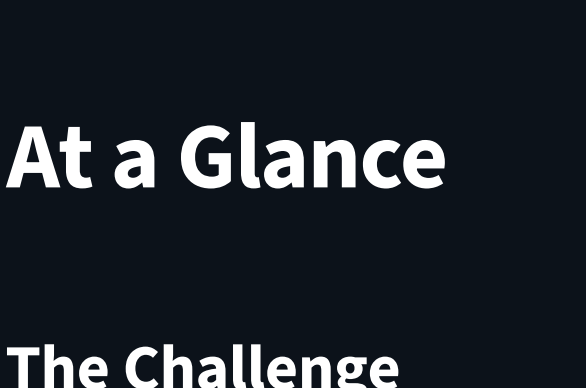
Two iconic luxury fashion houses, globally recognized for their influence, continue to lead the industry. Both brands have cultivated strong loyalty across fashion capitals in Europe and North America, while accelerating growth in key APAC markets.



### OPR Media

The Agency

OPR Media is a global marketing agency specializing in both digital and traditional out-of-home (OOH) advertising, delivering tailored strategies that achieve impactful results for their clients worldwide. The agency works with high-end brands, ensuring each campaign aligns with their brand values and objectives.



### StackAdapt

The Marketing Solution

StackAdapt is a multi-channel programmatic advertising platform used by thousands of brands and agencies. The data-driven platform combines AI and machine learning with an intuitive user interface to drive high-performing campaigns and business outcomes.

## At a Glance

### The Challenge

Two luxury fashion brands aimed to drive campaign efficiency and grow their brand awareness in Australia but faced strict industry and brand advertising regulations.

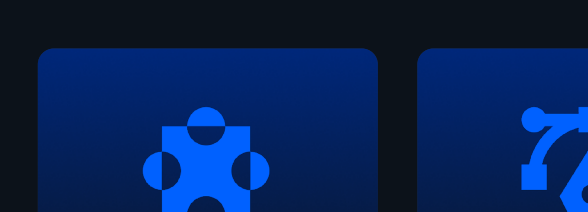
### The Strategy

OPR Media partnered with StackAdapt to execute a multi-channel strategy, using premium inventory and programmatic expertise to target precisely and optimize spend.

### Campaign Highlights

	Client 1	Client 2	
click-through rate	0.02%	0.02%	click-through rate
completed video views with 99% VCR	+1.1M	+400M	completed video views with 99% VCR
unique users re-engaged via retargeting	+600M	+150M	unique users re-engaged via retargeting
impressions delivered	+9M	+2.5M	impressions delivered
CMP (AUD)	\$12.98	\$22.05	CMP (AUD)
CPCV	\$0.04	\$0.04	CPCV
CPC (AUD)	\$67.97	\$89.45	CPC (AUD)

### Channels Used



### Advertising Solutions Used

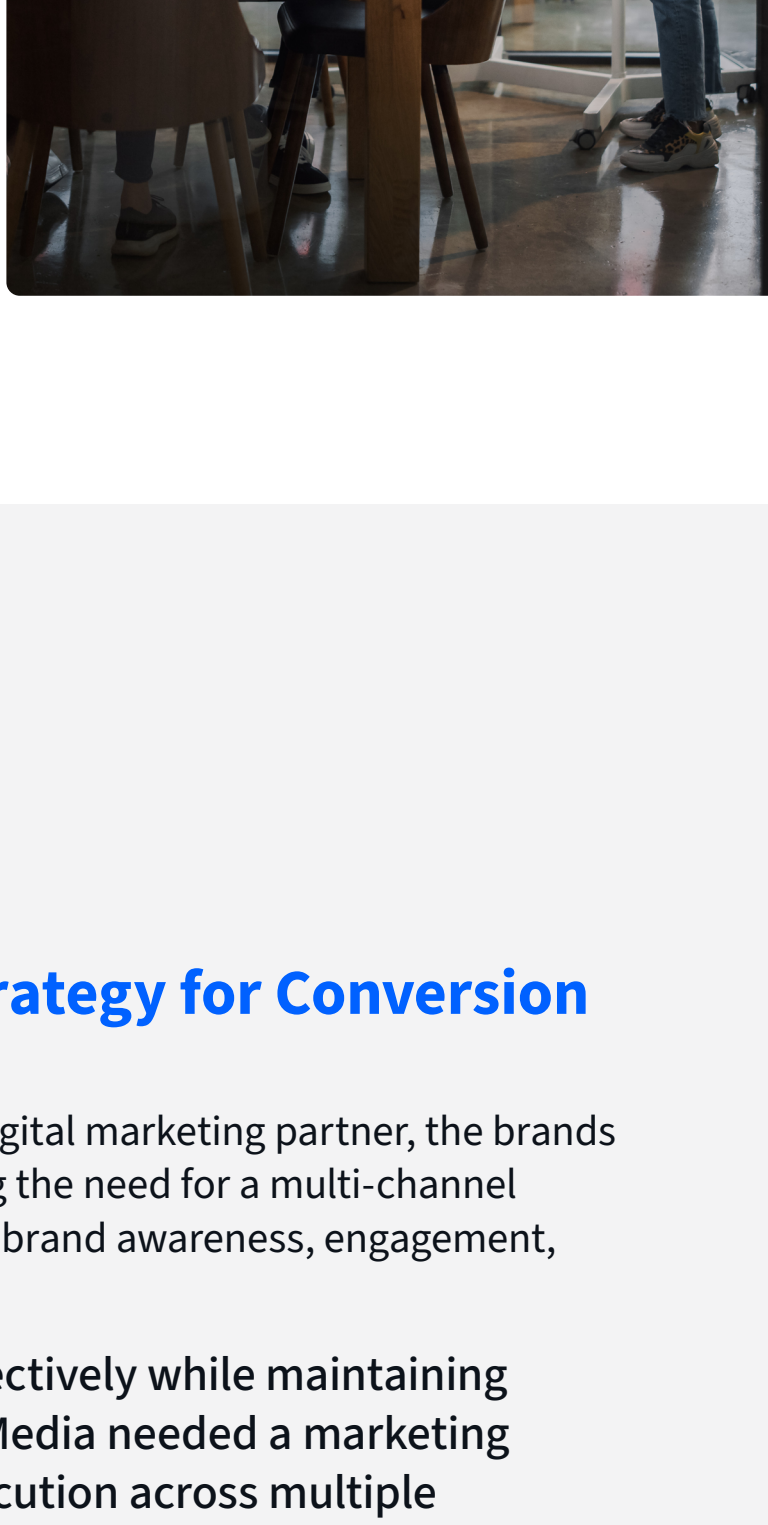


## Challenge

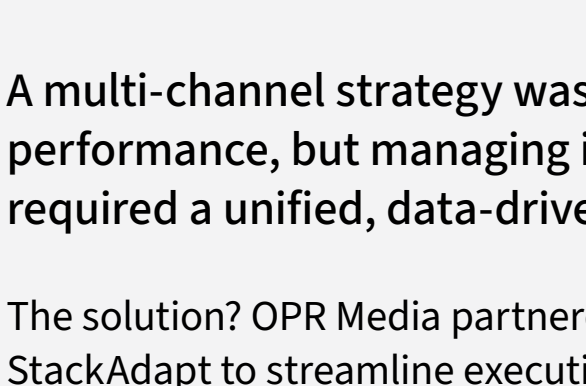
### Out with the Old, In with the New

Two global luxury fashion brands sought to grow in Australia's competitive market while complying with strict advertising regulations.

Focused on maximizing the impact of their ad spend, they realized that traditional offline media was both inefficient and out of sync with their digital-first strategy. To drive conversions and enable real-time optimization, they needed a smarter, data-driven digital solution.



## Strategy



### Tailoring a Digital Strategy for Conversion

Seeking a performance-driven digital marketing partner, the brands turned to OPR Media, recognizing the need for a multi-channel strategy to achieve their goals of brand awareness, engagement, and conversions.

To execute their strategy effectively while maintaining operational efficiency, OPR Media needed a marketing solution that could unify execution across multiple platforms, optimize performance, and streamline workflows to keep campaigns running smoothly.

### Suiting Up with Programmatic Optimizations

A multi-channel strategy was key to performance, but managing it efficiently required a unified, data-driven approach.

The solution? OPR Media partnered with StackAdapt to streamline execution, optimize ad spend, and drive measurable results. By activating diverse ad formats across channels from a single platform, they improved engagement, reduced costs, and maximized impact at key consumer touchpoints.

OPR Media partnered with StackAdapt, leveraging the company's:

- Seamless multichannel management through partnerships with premium inventory vendors.
- Expertise in luxury advertising, ensuring compliance with strict industry guidelines.
- Advanced targeting capabilities to maximize efficiency and impact across all platforms.

Partnering with StackAdapt for this multi-channel campaign was a fantastic experience for OPR Media. Their platform enabled us to maximize our client's investment by seamlessly combining multi-channel advertising and retargeting at scale, all while prioritizing brand equity through premium inventory.

-Charles de Crémiers, OPR Media, Media Director

## Executing the Campaign

### 01 Exclusive Ad Inventory for Targeting and Brand Compliance

OPR Media recognized the need to identify users most likely to convert in the competitive Australian market.

By combining StackAdapt's in-platform targeting capabilities with access to an exclusive network of premium inventory partners, they pinpointed ideal audiences in the luxury, fashion, and beauty sectors, ensuring high-quality brand placements and strict brand compliance.

**+14.5M**  
unique impressions generated within the Australian market across both client campaigns.

The Result:

- Maximized ad spend efficiency
- High brand compliance
- Optimized campaign delivery
- Highest brand visibility and impact

### 02 Stitching Engagement Across Multi-Channel Retargeting

StackAdapt's inventory team collaborated with OPR Media to identify ideal inventory partners across DOOH, CTV, and display, securing high-quality domain lists and offering strategic ad placement guidance. By centralizing inventory selection and strategy, they maintained brand equity for luxury clients, streamlined execution, and activated campaigns at scale, driving sustained engagement across key digital touchpoints.

**+1.5M**  
users completed CTV ads.

**99%**  
video completion rate.

**+950k**  
unique users reengaged through sequential retargeting tactics.

**98%**  
compliance with luxury brand guidelines.

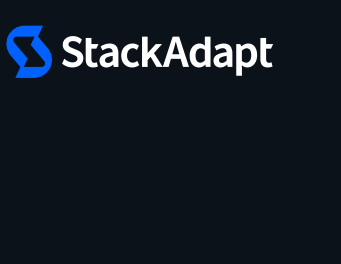
### 03 Accessorizing Campaigns with Bid Optimizations for Efficiency

With ads driving awareness, engagement, and conversions, OPR Media utilized StackAdapt's optimization features and machine learning capabilities to maximize every dollar spent. By leveraging bid optimization tools, they made real-time adjustments to key metrics like CPM, CTR, CPC, CPCV, and VCR%, resulting in significant improvements in campaign efficiency across multiple channels.

**40%**  
increase in campaign operational efficiency across the two luxury brands.

The combination of advanced platform tools and expert service helped OPR Media to:

- Enhance efficiency.
- Drive greater awareness.
- Achieve real-time, AI-driven improvements.



## Looking Ahead

Building on their success, OPR Media and StackAdapt are focused on shaping the future of digital marketing for luxury brands.