

StackAdapt Success Story

This UK Agency Increased Their Client's Reach and In-Store Visits With Programmatic



Summary

Seeking a new way to reach customers online, 7747 Media launched their first programmatic campaign for their home furnishings client, Harry Corry. With their main goals being incremental sales, a ROAS of 3x and awareness, 7747 Media worked with StackAdapt to execute a full-funnel campaign, complete with a footfall attribution solution, to assess their marketing efforts from top to bottom.

This new digital marketing strategy led to an impressive ROAS of 10.5x, helping Harry Corry achieve a very strong month of sales in a challenging climate.

Background



7747 Media Agency has a wealth of experience in the media industry. They have actively bought and negotiated media deals across all advertising channels, with a specialty in assisting owner-managed businesses. Their goal is to achieve the best deal possible for their clients and to ensure the highest efficiency.



Harry Corry Interiors is a family run business that was established by Harry Corry in 1968 and over the last 54 years, the company has established itself as a leading retailer of home furnishings in Northern Ireland, Ireland and Scotland.

Trevor Jordan

Managing Director, 7747 Media

“Harry Corry was running campaigns on some of the traditional platforms like Google Display Network and driving sales. However, we were interested in the market potential outside of what they had done in the past, so we made it our mission to try wider, more holistic approaches to our client’s media plan – and that’s where StackAdapt came in.”

Challenge

Harry Corry wanted a new way to increase their reach to online purchasers in the home furnishing market.

Strategy

7747 Media used multiple channels to employ a full-funnel strategy, tackling each stage differently from a targeting and creative perspective. They leveraged prospecting as a way to raise awareness for their brand name and products, and retargeting to engage users with unique messaging to bring them back to site and ultimately visit the store.



Display and Native

The team implemented a full-funnel campaign leveraging display and native units. Depending on their stage of the funnel, each creative held different messaging in order to guide the user through an effective consumer journey.



Prospecting

Using a mix of StackAdapt’s bespoke Interest and Intent segments and 3rd-party segments, the campaign targeted a prospective audience of users with an affinity for home furnishing. They also expanded outside their usual geo-targeting within Ireland and Scotland, driving net new users from England and Wales to the online store.



Retargeting

To drive performance through lower funnel activities, 7747 Media retargeted users who had completed certain actions on site. They enforced new messaging to users that were familiar with the brand, and ultimately drove them back to site to complete a purchase.

Execution

As their targeting parameters were quite broad for their campaign, 7747 Media made sure to monitor campaign results and optimise in real-time based on the performance they were seeing in the StackAdapt platform. They implemented the following optimisation and measurement strategies to encourage the most efficient conversions for their client:

Footfall Attribution Study

Utilizing StackAdapt’s partnership with AdSquare, they ran a footfall attribution study to measure the impact of their ads on store visits and revenue driven.

adsquare

Smart Bidding

In order to drive the maximum number of conversions and an increase in incremental revenue, the team utilised the Smart Bidding algorithm in StackAdapt, which was imperative in decreasing the overall CPA.

Revenue Tracking

Through the StackAdapt Pixel, they tracked revenue to monitor metrics such as ROAS. They made sure to optimise their tactics directly in-platform on a regular basis, ensuring they were outperforming their benchmarks week-over-week.

Results

With StackAdapt, the 7747 Media team drove incremental sales, new customer interactions both online and offline, and a very impressive ROAS across all markets and channels for Harry Corry. They attributed an impressive number of visits to their Northern Irish and Scottish retail stores from users who had seen a StackAdapt impression online during their month-long campaign.

The following results were obtained for Harry Corry:



ROAS
1045%



CTR
0.30%



CPA
£1.68

“Executing media spend in-platform for the Harry Corry campaign and directly relating that to numbers like conversions, ROAS and visits was incredibly impactful for the growth of our partnership with 7747 Media.”
- Leslie Wink, Account Manager at StackAdapt