

StackAdapt Client Feature

Adpearance Leverages StackAdapt to Reach Untapped Placements



Summary

With customization and scalability as their top priorities, Adpearance turned to StackAdapt to expand to new channels and leverage a platform with an intuitive interface. Using connected TV (CTV) as their main performance driver, Adpearance was able to upload their campaigns efficiently and pull StackAdapt's optimization levers with ease, and becoming programmatic platform experts in no time.

We sat down with Jason Rosen, Senior Digital Advertising Manager at Adpearance, to learn more about his story and experience with StackAdapt.

Background



Adpearance is a digital marketing company based in Portland, Oregon. Using a combination of technology and service, Adpearance helps clients who sell offline create better buying experiences that drive more sales.

A Partner Who's Self-Serve First

As proactive self-serve users, Adpearance was looking for efficiency and effective campaign execution, especially given the volume of campaigns and tactics used for their clients. They turned to StackAdapt to help scale their campaigns on an easy-to-use platform with the ability to bulk edit campaigns at scale, run multi-channel campaigns, and maintain attribution transparency.



Jason Rosen

Digital Advertising Manager, Adpearance

“StackAdapt's UI has been able to help us effectively customize our campaigns very quickly, very accurately, and enables us to operate under a self-serve model”, says Jason Rosen, Senior Manager of Digital Advertising at Adpearance, “We understand how we can pick our specific targeting for geography, audiences, and upload creatives very easily, getting campaigns live effectively and in a very short timeframe.”

Finding Scale with CTV

Feeling limited with the channels they were able to reach with their previous partners, Adpearance came to StackAdapt to reach new inventory at scale. Learning that they could target their ideal audience with high-impact videos while still being able to report on performance and attribution, CTV became a natural fit for their team. They paired CTV with display for retargeting and lower funnel strategies, and utilized StackAdapt's multi-channel attribution features, such as retargeting off of video completions and tracking conversions from users who completed video views, to best reach and report on user reach like never before.

“StackAdapt has provided measurement capabilities for our connected TV campaigns by tracking users who have viewed the ad that we've delivered, and then have later gone to the website and converted. Filling in that previously blind component to the customer buying journey has been very, very helpful in helping us understand whether or not we are truly driving results from our campaigns.”

— Jason Rosen, Digital Advertising Manager, Adpearance

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Digital Advertising Manager, Adpearance

“Our agency traditionally has been very heavy into Google and Facebook advertising, which are very busy channels with higher costs and more competition. StackAdapt has enabled us to expand our reach into other placements, whether it be CTV or display, and really helped us be an omnichannel agency overnight. StackAdapt helps us access new inventory and new placements that previously have been completely untapped.”

Looking ahead, Adpearance is keen on expanding into new channels through StackAdapt, such as programmatic audio and native, in order to complete their channel suite. They continue to explore ways in which they can drive high quality traffic for brands, transparently assess and understand results from their campaigns, and leverage channels with new placements which drive value for their clients.