

StackAdapt Client Feature

AdVenture Media Group Reaches New Heights With StackAdapt



Summary

Since launching their campaigns on StackAdapt, AdVenture Media Group has scaled their campaigns tremendously, intentionally moving budgets from other platforms to support their success. With the help of the StackAdapt's audiences, machine learning capabilities and support team, their partnership with StackAdapt has lead them to overcome obstacles in the digital media industry—such as the blocking of Apple's IDFA identifier and scalability.

We sat down with AdVenture Media Group's COO, Patrick Gilbert, to learn more about his story and experience with StackAdapt.

Background



AdVenture Media Group is an award-winning agency that delivers digital advertising performance by solving complex problems with grit, creativity and at least a little bit of intelligence. They take a more holistic approach to paid acquisition, and work to solve larger business problems for their brands.

Searching for a Partner That Can Keep Up

As an agency that is constantly evolving along with changes in the industry, AdVenture Media Group was looking for a paid acquisition solution that would enable them to use data and target audiences in a *different* way. They turned to the StackAdapt platform, with hopes of continuously driving effective advertising in terms of targeting, measurement and scale— with ease of use and support—even through industry changes such as the post iOS14 limitations.



Patrick Gilbert

Chief Operating Officer, AdVenture Media Group

“ It took me a little while to be open to the idea of testing out a new DSP like StackAdapt. At that point, I had formed my own opinion, saying all these DSPs are the same. Slowly but surely, I learned more about the platform and I realized that they are different. *StackAdapt is different from other DSPs that I've worked with in the past.* The way I evaluate a new ad platform is with a checklist of items. If a platform doesn't have all those things, we won't use them...but StackAdapt made all that so simple.

Machine Learning Saves The Day

As an agency that takes a holistic approach to digital advertising, it was imperative that AdVenture Media Group find a platform solution that was able to automate manual processes, such as campaign set-up and optimization, so they could have precious time back in their day to consult on larger-scale goals for their clients.

After months of testing StackAdapt's machine learning, AdVenture Media Group was able to have confidence in the platform's technology and lean on its optimization intelligence, as well as StackAdapt's support team. This level of trust in StackAdapt enabled the AdVenture Media Group team to take a step back from manual execution and assess larger business goals for their clients, moving the needle at a larger scale, and freeing themselves of the typical scrambling of day-to-day activities.

“ **Working with StackAdapt has saved us a ton of time as an agency, because we're not worried about making placement level buying decisions or how to allocate resources across 700 different campaigns.**

— Patrick Gilbert, COO at AdVenture Media.

A Halo Effect for Multiple Channels

AdVenture Media Group quickly realized that their positive performance on StackAdapt was impacting the rest of their digital media campaigns, off-platform. Suddenly, their conversion rates for non-branded search traffic was rising from 1% to 1.15% and higher. These incremental gains were not only seen in their search results, but in social media platforms as well.

It became clear that the upper funnel traffic being driven from their StackAdapt campaigns was creating a halo effect throughout all of their digital media, allowing net new audiences to filter through the funnel on multiple channels outside of programmatic.

Patrick Gilbert

Chief Operating Officer, AdVenture Media Group

“ Just in the last three months alone, we've seen dramatic year over year improvement, and the most singular factor in a lot of those campaign results is the fact that we've introduced StackAdapt to bring more audiences into the fold. So we're benefiting as an agency, our clients are benefiting from it and we believe that reaching these new audiences is the next piece of the puzzle that's going to fuel our growth into the future.

AdVenture Media Group continues consulting with their clients about the most relevant and innovative strategies to reach their KPIs, and their partnership with StackAdapt has been instrumental in hitting those goals.