

Targeting Precision in a Campaign for Adult Toys



Summary

Sciart Marketing’s successful campaign with Hot Octopuss, an adult toys brand, aimed at raising awareness and driving conversions. Faced with the challenge of sensitive content, StackAdapt provided targeting and creative expertise, delivering ads in engaging display formats. Pixel tracking and bid optimizations resulted in remarkable outcomes. The testing of various targeting tactics further optimized performance, affirming the value of catering to the right audience for the adult toys industry.

Results



Sciart Marketing is a leading source of data driven marketing in highly regulated industries that help e-commerce businesses understand audience behaviour and deliver value to their customers. With a background in sexual wellness, they help brands navigate and deliver business outcomes across marketing channels by leveraging marketing data and business strategy.



Hot Octopuss is a London-based adult toy company with products available globally in over 50 countries.



StackAdapt empowered Sciart Marketing’s Hot Octopuss campaign with precision targeting and creative finesse. The bid optimizations together with the pixel tracking delivered outstanding results, boasting a 0.62% CTR and a 0.76 CPC for the target audience and placements. The use of StackAdapt’s technology and expertise have enabled Sciart to deliver ongoing success for adult toys and sexual wellness brands.

–Fredrik Wahlqvist, Founder & CEO, Sciart.io

Challenge

The main challenge was navigating the sensitivity of adult toys content and reaching the relevant audience. This required a platform and team with expertise.

Strategy

The campaign’s core strategy leveraged StackAdapt’s contextual targeting features, Page Context AI for precise ad alignment with relevant content, and Browsing Audiences to optimize engagement based on user behaviours. Furthermore, the Creative Studio tailored engaging display formats, effectively addressing the sensitivity of adult toys content.

- Page Context AI**
This patented* contextual targeting tool optimized precision by placing ads on contextually relevant pages, ensuring they reached the appropriate audiences.
*US patent 11,748,776
- Browsing Audiences**
This StackAdapt capability was used to tap into user behaviours and preferences, optimizing the campaign for higher engagement. This allowed for a diverse targeting strategy, reaching audiences based on their online activities.
- Creative Expertise**
The StackAdapt Creative Studio crafted engaging display formats customized for Hot Octopuss, effectively tackling the sensitivity associated with content in the adult toys industry.

Outcomes

Since teaming up with StackAdapt, Sciart Marketing and Hot Octopuss have maintained success, utilizing multi-channel advertising to continually elevate awareness and drive sustained sales in the adult toys market.