

# Serino Coyne Receives Standing Ovation for Campaign Performance

StackAdapt Helps Serino Coyne Achieve a 20% Conversion Rate for New York's Lincoln Center for the Performing Arts.



**20%**

Conversion Rate Across the Campaign



**0.35%**

CTR on Video Ad Using Custom Audience Segments



**0.18%**

CTR on Native Ad Using Custom Audience Segments



*Delivering the right content to the right audience in a non-disruptive way is the secret to a successful digital campaign and StackAdapt achieved exactly that. Plus, there's no monthly minimum spend which gave our campaign more flexibility.*

— **Hailey Barton**

Associate Media Director, Serino Coyne

## The Agency

serino  
coyne

Serino Coyne is a full-service advertising agency dedicated to live entertainment. Their data-driven and results-oriented campaigns are as engaging as the experiences they represent.

## The Client

Lincoln Center

Lincoln Center for the Performing Arts is a major performing arts center in New York City that develops and presents the finest and brightest in all types of performing arts to a diverse audience drawn from all walks of life.

## Goal

Serino Coyne's goal was to use programmatic native and video to drive awareness of upcoming Lincoln Center shows and to drive ticket sales.



With StackAdapt's qualified audience pool (Custom Audience Segments) and in-feed native video units, we were able to drive both brand awareness and ticket sales for Lincoln Center. It was definitely a win-win campaign."

— **Hailey Barton**

Associate Media Director, Serino Coyne

## Execution

Using StackAdapt's **1st-party intent-based Custom Segments**, the agency targeted internet users interested in ballet and performing arts in the Greater New York area, and deployed an **integrated targeting and retargeting strategy using both video and native ads respectively**.

- StackAdapt targeted users actively showing interest in **ballet and performing arts** using in-feed video ads, driving traffic to the Lincoln Center website.
- Serino Coyne collected user data from this direct traffic to the **Lincoln Center website**.
- StackAdapt then **drove ticket sales** by retargeting people who viewed the video and those who visited the homepage with native ads.



Target Audience



In-Feed Video Ads



Lincoln Center Website



Native Retargeting



Ticket Sales

## Result

StackAdapt native had the **highest ROI** and **CTR** on the media plan outside of banner retargeting, using both retargeting and prospecting tactics. The video campaign had an average **74% completion rate**, which was **214% higher** than YouTube's completion rate running the same videos.

The ads were not only effective, but were served on relevant and brand safe sites like the **Washington Post**, **Pop Sugar**, and **The Huffington Post**.



When it comes to programmatic media buying, brand safety is extremely important to Serino Coyne and our clients. StackAdapt provided full data and domain transparency that assured campaign quality for our client.

— **Kailey Smith**

Digital Media Planner/Buyer, Serino Coyne