

Brand Safe and Niche Targeting for a Personal Finance Brand



Summary

Syfe, a digital investment platform in Singapore, collaborated with StackAdapt for a personal finance campaign focused on brand safe and premium domain ad placements. The campaign achieved goals of attracting high-quality traffic, with notable improvements in average time spent on site and conversion rate. The strategic use of StackAdapt's Domain Inclusion Targeting and Bid Goals, contributed to the success.

Results

Average Time on Site
+114%

Conversion Rate
Improved +118% (from 5.4% to 11.8%)



Syfe is a digital investment platform with a mission to empower people to build their wealth for a better future. Through their revolutionary wealth management experience, people can grow their money to its fullest potential and manage wealth in one destination. Syfe's innovative investment tools, strategies and access to the latest insights support users in acting for their financial future, now. Syfe offers leading institutional methodologies and partners with global asset managers to achieve the best outcomes for one's money.



Due to the competitive nature of Syfe's industry, it can be challenging to acquire high quality leads at a reasonable cost. We were able to target and engage our ideal customer persona through a two-pronged approach that leveraged StackAdapt's wide range of inventory and extensive segmentation options. Our partnership led to fantastic results across our marketing funnel and StackAdapt remains one of our top platforms for acquisition.

-Pieter Dijkgraaf, Head of Acquisition

Challenge

Syfe faced difficulties in reaching relevant audiences and scaling through brand-safe premium domains, particularly due to limited control over placements, especially with automated campaigns on other platforms.

Strategy

Syfe utilised niche targeting strategies like sub-domain targeting and custom audience segmentation in StackAdapt. They leveraged StackAdapt's proprietary Interest and Intent and Browsing Audience segments to reach relevant users on brand-safe placements.

Execution

Domain Inclusion Targeting

Leveraging StackAdapt's wide range of premium inventory, Syfe accessed premium domains, previously inaccessible with other partners, enhancing ad visibility and brand safety.

Benchmarks and Planner

Continuous testing of new targeting tactics was facilitated by StackAdapt's Benchmarks and Planner tools, allowing Syfe to adapt and refine strategies based on real-time performance data.

Bid Goals

Strategic bid goals were set to optimize niche targeting, enabling Syfe to prospect highly relevant audiences and tailor ad placements for maximum effectiveness.

Outcomes

StackAdapt and Syfe's continuous collaboration refines strategies, adapting swiftly to market changes. This dynamic partnership ensures consistent campaign improvement, heightened brand visibility, and efficient resource optimization.