

# How Contextual Targeting Drove First-Class Travel Campaign Results

TALKING  
STICK | DIGITAL

## Summary

Talking Stick Digital's travel campaign aimed to convert new customers through contextually relevant placements. Tactics included contextual targeting leveraging proprietary solutions like Page Context AI, retargeting and 3rd-party integrations. This successful campaign drove a revenue of £210,795.

## Results



Average CPA  
**£29.52**



ROAS  
**19x**



Revenue  
**£210,795**



**Talking Stick Digital** is a boutique digital marketing agency based in Somerset, UK. They specialize in PPC, SEO, email, content, and social media.



Working with StackAdapt's own contextual solutions allowed us to have maximum control and visibility to be in the perfect environments which we were able to see pre, during, and post the campaign. We were able to appear in the perfect environments for the client and the results speak for themselves!

–Zoey Reading, Director at Talking Stick Digital

## Challenge

Talking Stick Digital aimed to elevate their campaign's effectiveness by ensuring precise audience targeting and engagement. This prompted their collaboration with StackAdapt to implement a more tailored and contextually relevant strategy, with the goal of achieving higher conversion rates.

## Strategy

Using Page Context AI, StackAdapt's proprietary contextual targeting solution, the campaign broadened its reach. The hyper-relevant contextual placements ensured engaging content, while retargeting engaged potential customers to move them through the marketing funnel.



### Contextual Targeting

The core strategy focused on placing ads in contexts highly relevant to the target audience. This ensured that the content resonated with viewers, increasing the likelihood of engagement and conversions.



### Partner Integrations

Leveraging trusted 3rd-party integrations within StackAdapt, the campaign expanded its reach to include users with similar interest and behaviour.



### Retargeting

This strategy played a critical role by re-engaging with users who had previously interacted with the brand but may not have converted. Retargeting these individuals with tailored content helped drive them towards conversion.

## Execution

The campaign integrated partners seamlessly within StackAdapt, broadening reach. Contextual placements were fine-tuned for resonance. Finally, the use of retargeting tactics and tracking pixels enabled Talking Stick Digital to deliver personalized content and maximize conversions.

### Page Context AI

By identifying and targeting individuals whose interests and behaviours align with travel through StackAdapt's patented\* contextual targeting tool, Page Context AI, the campaign aimed to reach a more receptive audience and deliver conversions.

\*US patent 11,748,776

### Tracking Pixels

By using tracking pixels, Talking Stick Digital was able to identify users who had previously interacted with the brand. They used personalized messaging to engage potential customers and bring them back into the conversion funnel.

### 3rd-Party Audiences

By leveraging 3rd-party audience data from StackAdapt's partner integrations, Talking Stick Digital was able to refine targeting and optimize ad placements.

## Outcomes

This integrated campaign achieved a booking conversion rate of 10.36% and a CPA of £29.52.