

StackAdapt for PR Agencies

Leveraging technology to amplify earned media and manage crisis communications.

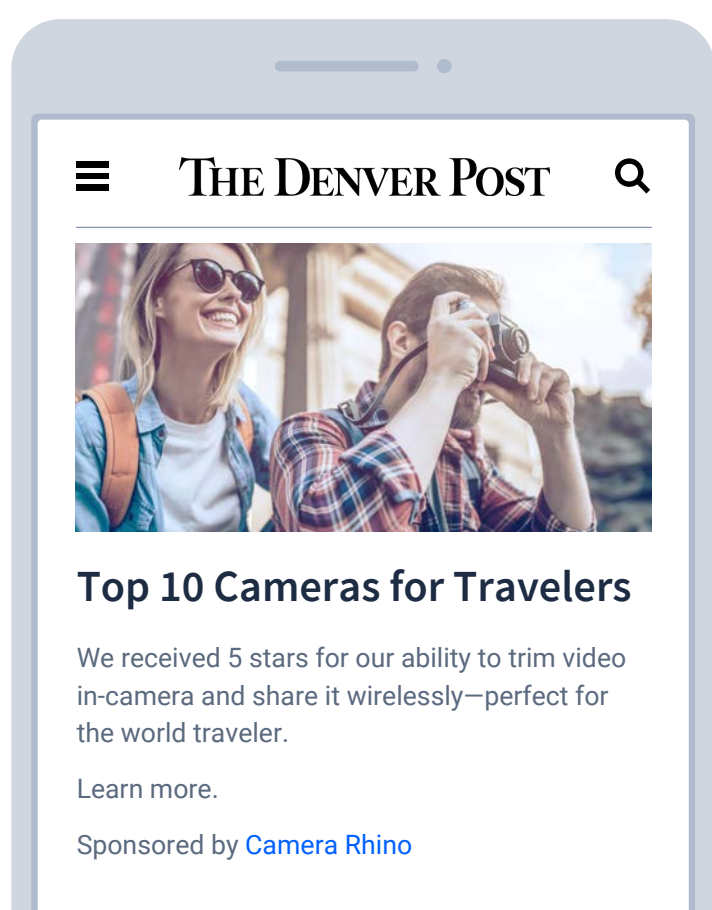


StackAdapt can help drive the most interested and engaged individuals to a brand's content and its site, or mitigate damage to customer-brand relationships.



Reach More Relevant People with Your Earned Media

Earned media can now leverage the same methodologies for campaign planning, execution, measurement, and ongoing optimization that digital marketing lives by. Programmatic advertising helps increase the shelf-life of earned media by extending the reach beyond the publisher, where content previously appeared.



Increase reach

Amplify your content to reach more of your target audience across 55,000 whitelisted publishers.

Automatically track read time

With StackAdapt's proprietary iFrame solution, you can track users who spend time reading your earned media content. With an iFrame, you can also attach pixels from other platforms to retarget individuals who discovered your earned content on LinkedIn, Facebook, Twitter and more.

Pay for performance

StackAdapt's proprietary Cost Per Engagement (CPE) bidding lets you only pay for users who read your content for 15 seconds or longer.



We found the platform to be really effective in finding relevant people to connect with our content, and then make sure they were actually engaging with it.

— Erin Bury

Marketing Director at 88 Creative



We Help Turn Crisis Into an Opportunity



StackAdapt provides white-glove support throughout the mitigation cycle of your crisis communication:

Find your target audience

Custom Segments, our proprietary audience targeting solution, provide an audience pool stored on a customizable rolling day basis and capture people who are actively reading about topics relevant to your brand or competition.



Custom Segments can be created at the speed at which you move—completed within hours, with the appropriate urgency needed to reach individuals who can help manage a brand crisis, mitigate reputational damage, or respond to world-shaping events. These crisis response Custom Segments capture exact phrases or any new posts and can be used in the case of security breaches, product recalls, corporate wrongdoing and more.

Rapid In-Market Creatives

With StackAdapt's in-house Creative Studio and ad audit team, get your message in-market within hours, so you can concentrate on handling other aspects of the crisis management efforts.

Reporting and Insights

Granular data about who is reading and engaging with your content is helpful in shaping your communications strategy. This should inform how you purchase media to reach new audiences or adjust to reinforce messaging that targets audiences with whom you are not breaking through.

Dedicated Customer Success Manager

Whether you use StackAdapt on a self-serve or managed basis, our team is always here to help.



With all the great targeting and segmentation, with StackAdapt we can identify who we want and from where.

— Christopher Penn

VP of Marketing Technology, SHIFT COMMUNICATIONS

Technology and digital marketing strategy have lent themselves to combining earned, owned, and paid media in innovative ways. With StackAdapt, align your PR goals to deliver a greater level of business impact.