

iProspect Uses Native to Increase Conversions

iProspect found success in native ads and was able to scale conversion volume, while maintaining CPA levels.



147%

Increase in
Conversion Volume



1:31

Average Time on Site



0.51%

CTR on Native Ads



Native advertising is a natural way to promote content that will engage users and move them down the funnel. StackAdapt offered the easiest and most effective means of complementing our search strategy to achieve our conversion goals.

— **Nicholas Dobroruka**

Paid Media Analyst, iProspect

The Agency

iProspect

iProspect is the world's leading digital performance marketing agency, offering clients a range of strategic digital services. iProspect Canada began working with StackAdapt in an effort to test the performance of native ads. iProspect is part of the Dentsu Aegis Network.

The Client

XMedius

XMedius is a global leader in the field of Unified Communications and Secure File Exchange solutions, providing on-premise and cloud based solutions to more than 2,700 customers, in over 70 countries.

Goal

iProspect wanted to open up audiences via new channels in an effort to scale lead volume for XMedius. The goal was to maintain CPA while increasing spend and traffic. This was part of a broader strategic decision to expand beyond search engine marketing (SEM).



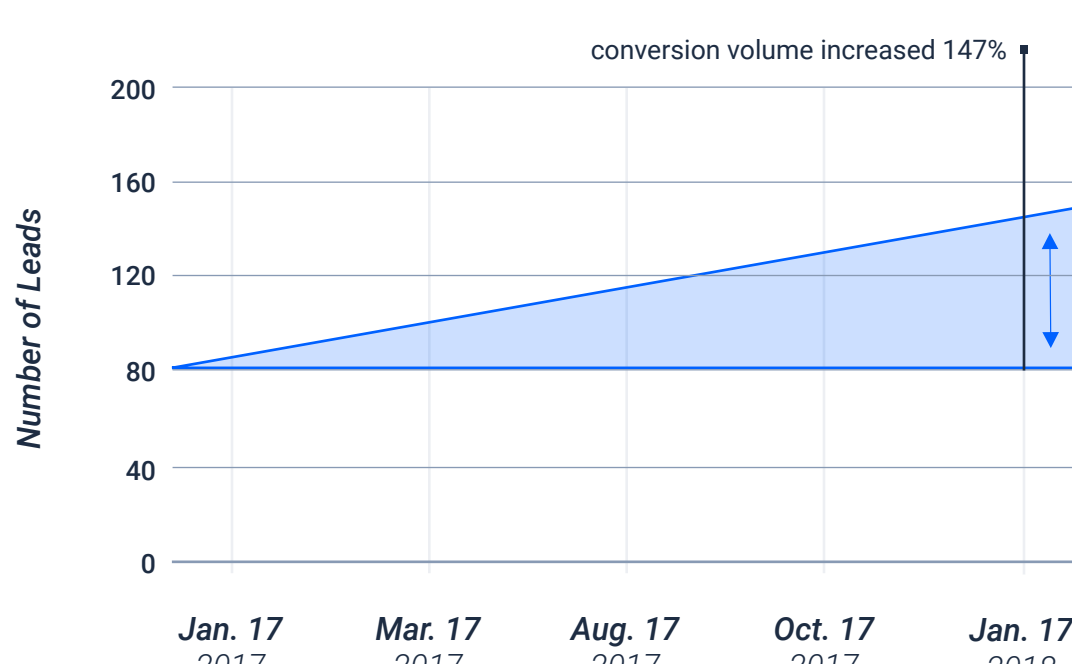
With StackAdapt's unique bidding models and custom audiences, we were able to drive high quality traffic into the funnel through native ads. We were able to leverage SEM retargeting in conjunction with StackAdapt's native traffic to drive more leads. It proved that native is a great way to influence conversions.

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Execution

Initially, iProspect was only running search SEM for XMedius. On average, iProspect increased the budget 2x by adding StackAdapt's in-feed native ads. Due to the quality of traffic driven with StackAdapt, the conversion volume also increased 147% while CPA remained stable.



Using StackAdapt's 1st-party intent-based Custom Segments, engagement pricing & access to native inventory, iProspect deployed a native strategy to complement their SEM campaigns.

1

iProspect used StackAdapt's custom audiences to pool together users actively consuming content around the web related to private cloud solutions. These users were most likely to engage with similar content produced by XMedius, which was based around timely topics specific to verticals their potential customers work in.

2

iProspect used StackAdapt's custom cost per engagement pricing (CPE) to ensure that dollars were only being spent on users who engaged with the client's landing page. CPE allows advertisers to strictly pay for users who spend 15+ seconds on site after the click.

3

iProspect also deployed a cross-channel retargeting pixel to boost performance. This was done by retargeting users with an SEM ad if they were on the XMedius website.

Result

StackAdapt proved to be a top performing channel and iProspect was able to increase lead volume by 147% while keeping CPA stable and maintaining lead quality. iProspect successfully introduced native advertising as an effective channel in their media mix.