Native Runs Best on StackAdapt

StackAdapt

Accelerating Customer Engagement and Acquisition

Founded in 2013, StackAdapt is a pioneer in Programmatic Native Advertising and was one of the first companies to bring together audience buying and content-driven native ads. We have been helping agencies accelerate customer acquisition through native content distribution ever since.

Programmatic Native Advertising for Modern Agencies

**Manage a Bigger Book of Business**

Leverage successes to retain clients, grow budgets and attract new brands without scaling resources.

Thrive in Digital

Gain a competitive advantage with the right tools for navigating the complexities of digital media - from strategic planning to reporting and more, found only with StackAdapt.

Extend your Programmatic Team

Solve your biggest business challenges with our team of experienced digital media professionals, who work with you, your team and your campaigns so your agency can achieve the highest level of performance.
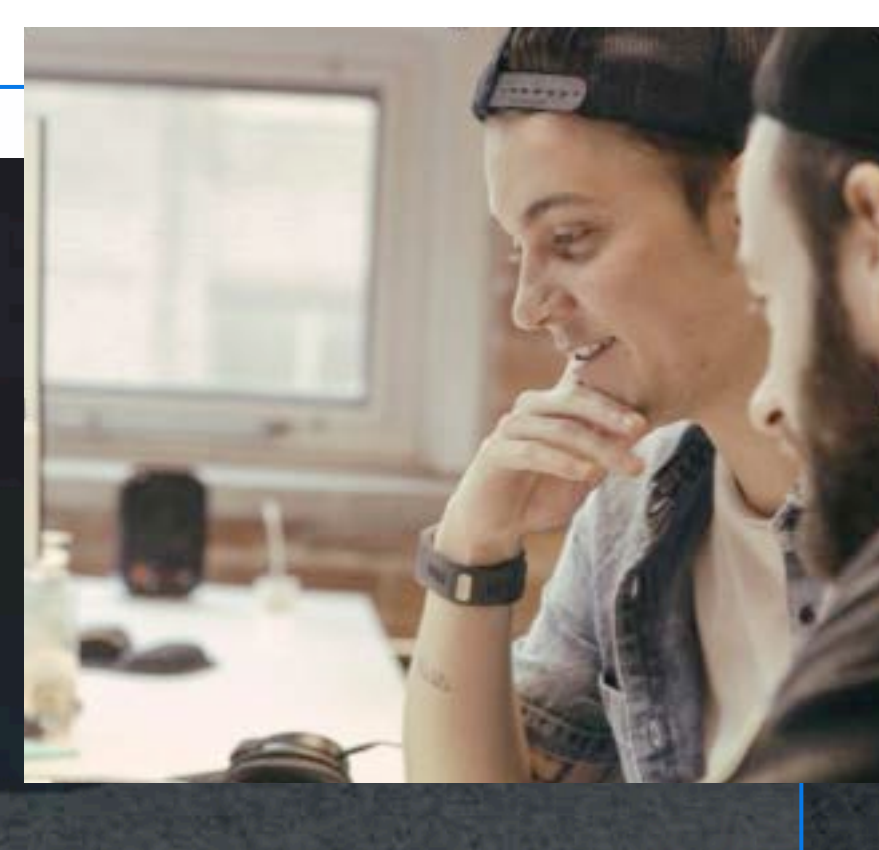
"90% of our clients are CPG clients. We're working with their marketing teams and trying to drive efficient site traffic as well as click through rates. StackAdapt is performing amazingly."

Keagan McDonnell
Programmatic Supervisor AMP Agency Boston

The Native Advantage

Average **3-5x increase** in click-through rate over standard display

Decrease in cost-per-acquisition

Cross-device solution

Branded content distribution

Put the Power of StackAdapt behind your Programmatic Campaigns

01
Scale

The largest scale for native advertising in the industry with **30+ native advertising integrations** (and growing) from a total of **50 supply partners** across video and display.

02
Intent-based Targeting

We call it **Custom Segments** – an audience pool stored on a customizable rolling day basis that captures people who are actively reading about topics relevant to your brand or competition.

03
Performance Based Bidding

Leverage different bidding models based on the KPIs for your campaign including CPM, CPC and CPE - **Cost Per Engagement** means you only pay for users who stay on your landing page for 15 seconds or longer. Reach and captivate your target audience with compelling content through native, display and video advertising across **55,000 whitelisted sites**.
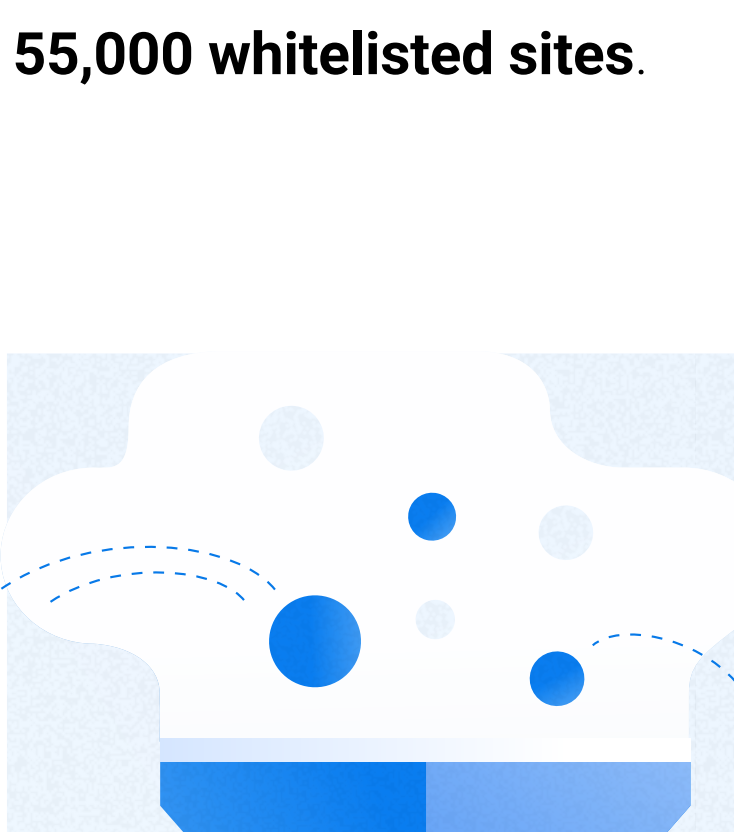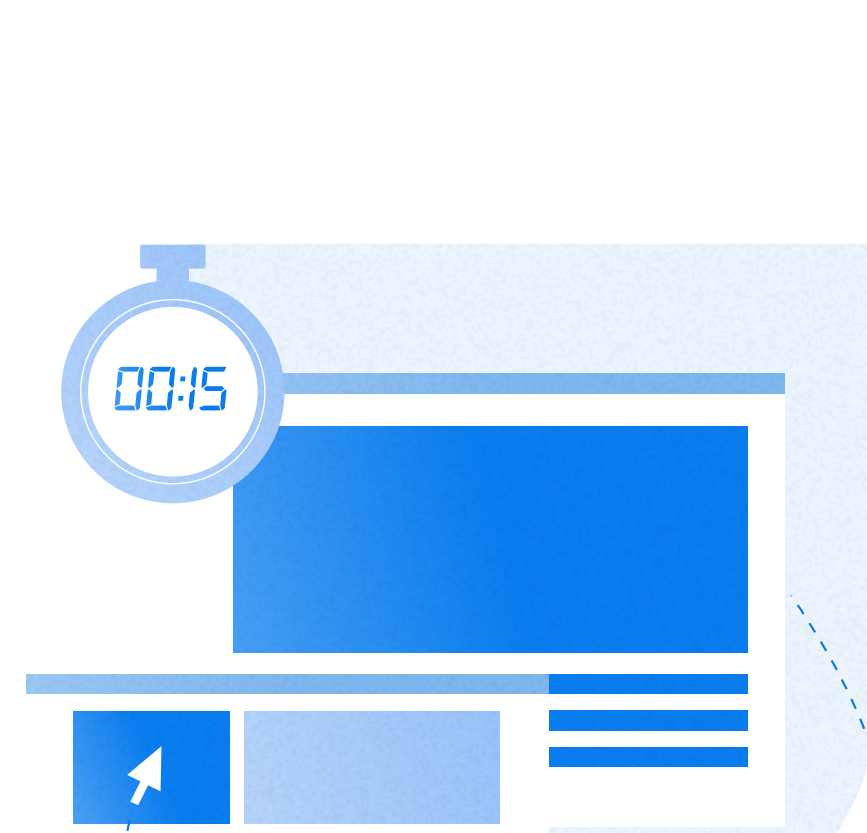
04
Customer Acquisition

Strengthen your bottom-of-the-funnel strategy for qualified or converted leads. Our technology finds **people interested in your product based on what they read** online and our customer journey reporting highlights **opportunities to optimize** the performance of your ads.

05
Creative Studio

We apply **award-winning best practices** to the creatives of your native and standard display ads to help you **achieve peak performance** from the programmatic portion of your media mix.

Creative Studio
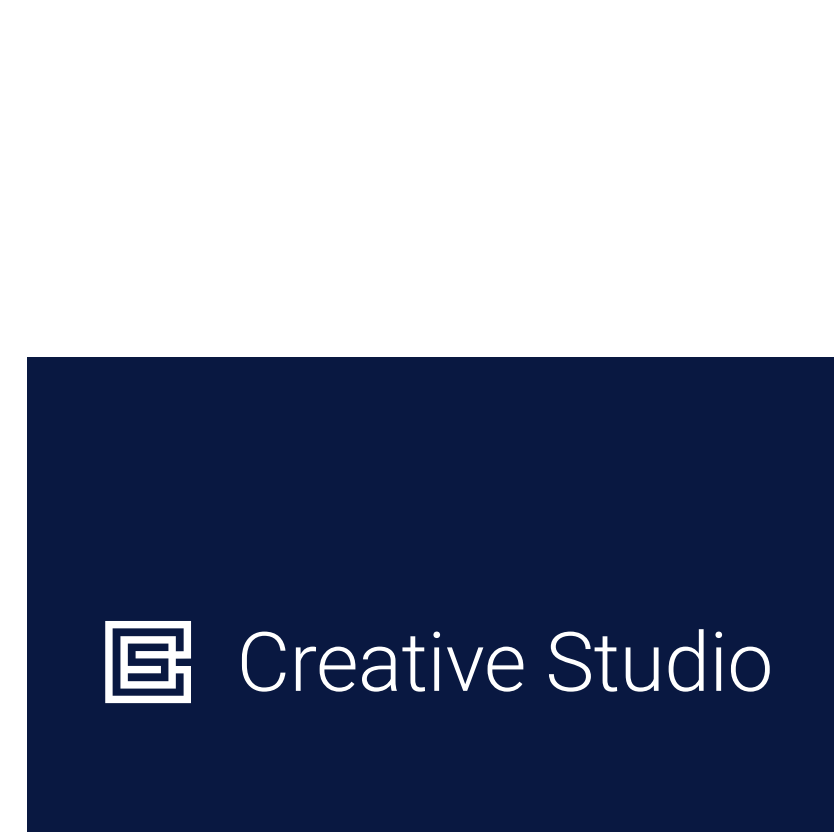
The StackAdapt Advantage

Self Serve or Managed

Award-Winning Customer Service

No Minimums

Flexible Pricing

StackAdapt Best Performing Native Advertising Platform

- Access to native, display and video through ~50 Exchange Partners
- Inventory of more than 55,000 sites and apps
- 300+ agency and brand partnerships

Request a demo

G CROWD
BEST MEETS REQUIREMENTS
Summer 2018

DSP High Performer
3 consecutive years
#1 Video Advertising Platform