CASE STUDY — Agency

Stirista's CTV Ads Earn a $5.71 ROAS

Targeting high-value prospects identified through audience modeling

Overview

A gourmet food delivery company needed a scalable and profitable way to acquire new customers beyond traditional paid search and direct mail tactics. They turned to Stirista to drive measurable revenue growth and improve their return on ad spend (ROAS).

Objective

With clear goals in place, Stirista partnered with the company to analyze their first-party data and develop a custom targeting strategy tailored to their high average order value. This included the use of Stirista's proprietary lookalike audience modeling to reach new, qualified prospects.

$5.71
Return on Ad Spend (ROAS)

Solution

Since the campaign leveraged a promotional code, suppressing existing customers was critical to avoid unprofitable discounting. To achieve this, Stirista onboarded the client's customer file using the cookieless OMNA Identity Graph to suppress existing buyers at scale and protect the brand's average order size.

To showcase the appeal of the gourmet offering and generate interest, Stirista launched 30- and 60-second Connected TV (CTV) ads featuring strong calls to action, targeting high-value prospects identified through audience modeling.

Results

Using Stirista's Visitor ID Graph (VIG) website tag, we conducted view-through attribution reporting to match website visits and purchases with campaign impressions. This gave the brand visibility into how the campaign impacted bottom-funnel conversions and revenue.

It also empowered Stirista's media team to identify the most efficient tactics, optimize media spend in real time, and maximize campaign performance, ultimately achieving a $5.71 ROAS.

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