

Independent digital advertising agency Intentional announces partnership with programmatic platform StackAdapt.

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Independent digital advertising agency Intentional today announced a partnership with programmatic platform StackAdapt. StackAdapt, a self-serve programmatic advertising platform, provides agencies with unique insights on audiences and performance, helping them to deliver world-class campaigns for clients.

Following a successful testing phase, Intentional is set to exclusively use StackAdapt's DSP with its client stable, harnessing the platform's creative studio to ensure quality ad creation and targeting, while also leveraging its AI-driven actionable, real-time insights.

Commenting on the partnership, Intentional, CEO, Chris Fraser, said: "We were blown away by StackAdapt's focus on audiences and creative. In a world obsessed with the engineering capabilities of DSPs, StackAdapt's focus on our clients' brands is why we chose, and continue

to love, working with their team.

“As a platform, StackAdapt ticks all the boxes on tech, targeting and audiences. Having used other DSPs in the past, we found the biggest pain point was maintaining high impact and performing creative to leverage the tech’s capabilities. Even from the early testing phase, we’ve seen StackAdapt campaigns dwarf others in quality and performance across display, native, video and CTV.

“Programmatic is important to our clients – as it helps them scale beyond Google and Meta alone to broaden their exposure and awareness in new channels; it’s critical to long-term brand growth. Many of our clients have had inadequate programmatic experiences with a lack of transparency, ‘set-and-forget’ campaigns, or off-brand creative leading to poor customer experiences. StackAdapt’s platform aligns with our commitment to both creative and insights to deliver results.”

StackAdapt, director of sales, APAC, Berina Colakovic, said:

“Intentional is a fantastic partner who have really maximised the use of our single platform view for all their digital media. Their ability to translate client needs into a succinct brief has enabled our creative team to develop the best-performing creative assets for their clients. We look forward to growing with them in 2023.”

Tags: Independent, advertising, agency