

Adaptly drove efficient and actionable results for long-term success

A leading manufacturer company wanted to drive distribution of a video series among engaged and relevant audiences (measured by Clicks to Play both on Facebook and on Youtube). Additionally, they wanted to drive page likes to grow the “Brand Community”.

Through customized reporting and in-depth audience planning, Adaptly implemented a deployment strategy that drove efficient and actionable results for long-term success.

Approach

Adaptly worked to identify, understand and improve key limiting factors to campaign success. The primary area of improvement was balancing tight turnaround times with consistent granularity and actionable insights.

- Agency Client and Adaptly created a system of multiple Video Categories with 4-5 target categories each of custom keyword lists to satisfy client demands.
- Approved targets are on hand for timely promotion of video posts and understanding of what will be targeted.
- Report across several different campaign parameters to identify areas of opportunity and inform future media plans.

Results

- Over 600k video views to date and over 60k new page likes to grow the brand community.
- We quickly became a resource to the client, distinguished by our timely executions and tailored reporting which increased in value as we continued to run media.
- Adaptly now runs the clients Direct Response and partnership media, as well as other accounts from the same office.



60k page likes.



776k Clicks to YouTube page,
660k video views.



CTR 1.36 %.

Key Takeaways

- Customized reporting is essential to client and allows them to meet client needs with a low touch solution.
- Preparedness allows for strategic execution in a timely fashion.
- Maintenance of targeting and historical performance across targets informs future success.

Adaptly