

Vallo Media Powers Up Global Industrial's Ad Performance with Dynamic Creatives



Vallo Media leveraged StackAdapt's Dynamic Creative Optimization (DCO) to re-engage shoppers and turn cart abandoners into paying customers—driving a 60% increase in CTR.



60%

Increase in Click-Through Rate from campaigns leveraging DCO.



30%

Of campaign's total ad-attributed revenue came from DCO.

The Need: Precise Audience Targeting

Global Industrial saw an opportunity to re-engage shoppers who had added items to their carts, but never completed a purchase. With over 6,000 top products, the team needed a scalable way to personalize ads and bring shoppers back to buy—without adding creative production time.

The Solution: Dynamic Creative Optimization

Vallo Media implemented StackAdapt's DCO solution to deliver personalized product ads based on each shopper's behaviour. By pairing DCO with audience and demographic targeting, the agency delivered dynamic display ads that maximized relevancy and performance.

Marketing Solutions Used



DCO



Audience Targeting



Demo Targeting



Solutions Support



Global Industrial, headquartered in Port Washington, New York, is a leading distributor of industrial and commercial products across North America. Founded in 1949, the company serves businesses, government agencies, and educational institutions with an extensive catalog spanning material handling, storage, HVAC, safety, and maintenance solutions.



Vallo Media, headquartered in New York, is a full-service digital marketing agency specializing in performance-driven campaigns for B2B and eCommerce brands. With a focus on innovation and efficiency, Vallo Media helps brands scale their reach, improve engagement, and drive revenue across channels.



StackAdapt is a multi-channel advertising platform used by thousands of brands and agencies. The data-driven platform combines AI and machine learning with an intuitive user interface to drive high-performing campaigns and business outcomes.

The Need: Precise Audience Targeting

Re-engaging Cart Abandoners at Scale

Global Industrial identified a major opportunity to re-engage shoppers who had added items to their carts but never completed a purchase. With more than 6,000 top products in their catalog, creating unique, personalized ads for every product wasn't practical.

The challenge was serving relevant ads that actually brought shoppers back—without adding extra creative production work and resources.

The Solution: Dynamic Creative Optimization

Dynamic Personalization with DCO

The strategy was simple but powerful: target shoppers who had added top products to their cart, then use StackAdapt's DCO to automatically generate display ads featuring those exact items.

By layering in audience and demographic targeting, the agency further refined delivery by ensuring each ad reached the right people at the right moment in their purchase journey.



The result? More personalized, more efficient, and more effective re-engagement. Shoppers saw ads with the products they care about most, and Vallo Media could execute faster thanks to DCO's self-serve creative production.



With dynamic creative DCO, we can now deliver ads that instantly adapt to customer behaviour and feature the exact products left behind—scaling personalization, cutting launch times, and maximizing ROI. Since adopting DCO, we've achieved a 60% increase in CTR. DCO also generated 30% of the campaign's ad-attributed revenue, using only 12% of the total budget, proving we're driving more value from every ad dollar.

Anthony Chiaravallo
Founder & CEO

VALLOMEDIA

The Solution In Action: Precision Targeting That Drives Conversions

Vallo Media rolled out a scalable, data-driven campaign that paired DCO with 3rd-party and CRM audience data. This ensures ads reach shoppers most likely to convert, while automated optimization handled the heavy lifting behind the scenes. This approach allowed Vallo Media to cut down on manual work, increased efficiency, and turned more abandoned carts into completed purchases.

DCO Engine

Dynamic Trigger

Location

Weather

Added to Cart

Purchased



60%

Increase in click-through rate



30%

Of total ad-attributed revenue came from DCO

Looking Ahead

With StackAdapt's Dynamic Creative Optimization (DCO) and Marketing Orchestration, Vallo Media has transformed thousands of abandoned carts into measurable revenue for Global Industrial. The agency continues to innovate in B2B retail advertising—scaling personalization, streamlining execution through unified workflows, and maximizing return on every dollar.