

How Sunny Advertising Helped Superior Engineering Cash In On Black Friday

Sunny
ADVERTISING**6x**

the daily sales average on Black Friday.

**42%**

increase in ad spend YoY for the Black Friday period.

52x

return on ad spend.

267%

increase in conversions.

Sunny
ADVERTISING

Sunny Advertising is an Australian full service media buying agency that specialises in paid above the line and digital media, PR & communications, design and organic social strategy and management.

Superior
ENGINEERING
PREMIUM 4x4 ACCESSORIES

Superior Engineering is a leading Australian manufacturer and distributor of premium 4x4 suspension systems and off-road accessories. Established in 2002, it has grown from a small home-based business into a nationally recognised brand. The company designs and builds lift kits, shock absorbers, radius arms, and coil springs engineered for extreme off-road conditions. Known for innovation, durability, and Australian-made quality, Superior Engineering is trusted by 4WD enthusiasts across Australia and beyond.

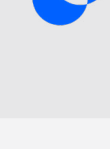
StackAdapt

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 Challenge

Superior Engineering, a long-standing client of Sunny Advertising, had previously benefited from consistently strong brand awareness through Connected TV. However, heading into the critical Black Friday sales period in late 2024, its marketing team wanted to go well beyond awareness.

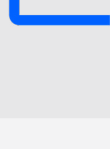
So they outlined three key objectives:



Increase sales volume year-over-year.



Gain deeper insights into audience engagement.



Track revenue with clearer attribution between ad spend and sales.

The Strategy

As Superior Engineering approached the high-stakes Black Friday period, Sunny Advertising partnered with StackAdapt to leverage the brand's long-standing awareness strategy into a performance-focused approach.

StackAdapt's Dynamic Retargeting solution was also utilised to deliver ads at the ideal time in the user's purchase journey, greatly increasing the likelihood of a purchase being made.



The team introduced dynamic display as a lower-funnel tactic to convert high-intent shoppers. StackAdapt's Creative Studio Team created custom banners, complete with real-time pricing. This created timely, highly relevant ad experiences that re-engaged audiences during peak Black Friday moments.

Executing the Campaign: Creatives That Convert

Following a short 10-day campaign window in 2023, Superior Engineering and Sunny Advertising opted on a new approach in 2024. The strategy was significantly expanded, launching earlier with a VIP sale accompanied by stronger calls to action. This time, over a 32 day period, the campaign rolled out a phased countdown that built genuine anticipation.

The extended runway maximized visibility and created multiple high-impact touchpoints by:

- ✓ Launching dynamic banner ads tailored to Superior Engineering's audience.
- ✓ Serving dynamic creative to consumers who engaged with teaser ads to reinforce intent.
- ✓ Keeping the sale top of mind throughout the lead-up to Black Friday.
- ✓ Guiding shoppers steadily along the path to purchase.



Performance Powered by Precision

ROAS

52x

ROAS achieved during the sales period.

**6x**

higher daily sales than the client's usual average.

AD

\$1.1M

in tracked conversion revenue up to December 1.

Additionally, when comparing the Black Friday period of 2023 (November 24–28) with the corresponding period in 2024 (November 28–December 2), Dynamic Engineering achieved the following stellar results.

110.43%

Revenue Increase.

59.88%

Increase in Sessions.

100.31%

increase in purchases.

These results were powered by StackAdapt's Dynamic Retargeting solution, ensuring ads were delivered at the most impactful stage of the user journey, while real-time optimisation maximised efficiency.

This combination of tailored creative, intelligent targeting, and strategic timing turned interest into measurable sales, **setting up Superior Engineering for long-term success.**

- Tailored Creative
- Intelligent Targeting
- Strategic Timing

Looking Ahead

Through their continued partnership, Sunny Advertising and StackAdapt proved pivotal in shifting Superior Engineering from awareness-led marketing to a conversion-driven approach.

By combining tailored creative, precise targeting, and strategic timing, the campaign delivered measurable impact and positioned the business for long-term growth.