

Cooking up a storm: How Kitchen Warehouse made hay on Mother’s Day



Partnering with StackAdapt, Hatched and Kitchen Warehouse engaged a core group of mums to help them find the Mother’s Day gift they really wanted.



5.8k+

Over 5,800 directly attributable sales



45%

A 45% reduction in CPA across the campaign period

Partner Profiles



Kitchen Warehouse is Australia’s leading kitchenware and homewares retailer, offering a one-stop shop for cooking, baking, entertaining and everyday home needs both online and in physical stores. It sells a wide range of products including cookware, appliances, knives, bakeware, tableware, drinkware and kitchen gadgets, with a focus on quality brands at competitive prices.



Hatched is an Australian-owned independent media agency that helps brands and organisations plan, buy and optimise media to drive growth and commercial results. It specialises in creating strategic media solutions that blend traditional, digital, data and retail media, underpinned by analytical tools and expertise to deliver measurable outcomes for clients.



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

The Challenge

Mother’s Day is a key retail moment, yet gifting for moms often misses the mark. For Kitchen Warehouse, this presented a dual challenge. First, generic Mother’s Day messaging risked blending into a crowded retail landscape, leading to inefficient spend. Second, while targeting households with moms was straightforward, influencing the actual decision maker within the household required a more nuanced approach.



Kitchen Warehouse needed a way to reach the broader household while meaningfully engaging moms themselves with emotionally resonant messaging that would drive consideration and, ultimately, sales uplift during a highly competitive retail period.

The Strategy

Kitchen Warehouse used the strength of programmatic tech as part of its Mother’s Day strategy, with the aim of removing guesswork from gifting while improving media efficiency. The approach was grounded in a simple insight: lots of moms get Mother’s Day gifts they don’t want.

Using household-level targeting, tailored creative was delivered to family members within the same household, ensuring messaging reflected each mom’s specific preferences. This enabled Kitchen Warehouse to influence purchase decisions with relevant, data-driven messaging at scale during a high-intent retail moment.

An opt-in, first-party data approach would change this by allowing moms to select their preferred product ahead of the gifting period. These selections informed audience creation and personalised messaging within the programmatic campaign.



Opt-in first-party data



Household-level targeting



Personalised messaging



Programmatic audience targeting

Executing the Campaign

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Kitchen Warehouse partnered with StackAdapt to activate a programmatic strategy designed for precise, privacy-compliant household targeting.

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Using StackAdapt’s Derived User Identity Graph, the campaign reached devices connected to the same residential IP while excluding the mom’s own device. This enabled Kitchen Warehouse to influence purchasing household members without overexposing the primary audience.

By leveraging StackAdapt’s full suite of programmatic capabilities, Kitchen Warehouse expanded reach across its core audience of moms while driving measurable performance outcomes. The campaign delivered:

To further refine reach, StackAdapt’s Proprietary Audience Targeting was used to activate relevant Browsing Audiences and Interest and Intent segments, ensuring delivery to households most likely to engage with Kitchen Warehouse’s product range.



5.8k+

sales attributed to campaign activity



45%

A 45% reduction in CPA across the campaign period



20%

Contributed to 20% year-over-year sales growth

Engagement metrics further reinforced campaign effectiveness, including strong interaction across QR code scans, social shares, and site traffic. Users who clicked through from campaign ads spent a total of 62 hours on site, with an average dwell time of 46 seconds per user.

Looking Ahead

Close collaboration between StackAdapt’s account management, solutions, and technical teams, alongside Hatched and Kitchen Warehouse, ensured the strategy translated into measurable business impact.

StackAdapt’s ability to deliver privacy-compliant household targeting and robust attribution helped turn a strong creative idea into a scalable, repeatable programmatic approach for the kitchenware category.