StackAdapt

# Independent MMM analysis finds StackAdapt delivered 3.79x ROAS—70% above the all-channel average

Prescient AI independently measured StackAdapt's impact across 10 anonymized commerce advertisers, showing how omnichannel media influenced revenue beyond the last click.

**70%**
Stronger return than the all-channel average.

**77%**
Revenue happened beyond the last click.

**3.79x**
ROAS measured by Prescient AI's MMM.

THE CHALLENGE

## Why commerce ROI is hard to prove



For commerce and retail advertisers, proving ROI can be difficult when sales happen across multiple channels, retailers, and purchase paths. A customer might see an ad, research the product, visit Amazon or a retail site, and later convert through a different touchpoint.

That makes upper-funnel impact harder to capture through traditional attribution. Channels like CTV and digital out-of-home can introduce new audiences, build awareness, and influence demand before a customer is ready to click or buy. But when the purchase happens later, marketers are left with an incomplete view of what actually influenced the sale.

## Seeing beyond the final click

The right measurement approach depends on the question a marketer needs to answer. Last-click shows the final touchpoint before a conversion, but commerce and retail marketers typically need to understand which channels contributed along the way, how those channels worked together, and where to invest budget.

THE STRATEGY

## Measuring StackAdapt against the broader media mix



Ten anonymized advertisers with material StackAdapt spend were measured using an independent Marketing Mix Model (MMM). The analysis looked at performance over a trailing 12-month period, comparing StackAdapt's return against the all-channel average to understand how much revenue StackAdapt influenced within the advertisers' broader media efforts.

Throughout the analysis, StackAdapt campaigns were optimized using bid optimization tools, helping advertisers direct spend toward placements more likely to contribute to revenue.

THE RESULTS

## What the analysis revealed

The aggregate analysis revealed StackAdapt's average revenue impact—and showed that much of it happened beyond what last-click attribution could see:

**3.79X ROAS**
StackAdapt generated $3.79 in revenue for every $1 spent, as measured by Prescient AI's independent MMM model.

**70% MORE RETURN PER DOLLAR THAN THE ALL-CHANNEL AVERAGE**
StackAdapt delivered 70% stronger return than the average measured marketing channel in the advertiser's media mix.

**77% OF STACKADAPT-ATTRIBUTED REVENUE HAPPENED BEYOND THE LAST CLICK**
Most of the revenue influenced by StackAdapt would not have been fully credited through last-click reporting alone.

**88% OF BEYOND-CLICK REVENUE CAME FROM AMAZON AND RETAIL**
Prescient AI's model uncovered StackAdapt-influenced revenue across commerce environments that are not always visible through direct platform reporting.

## A clearer view of commerce performance

For commerce and retail advertisers, sales rarely come from one channel or one moment. The independent MMM analysis showed that StackAdapt played a major role in influencing revenue across the broader buying journey, including sales on retail sites where direct attribution is limited.

For marketers, the takeaway is clear: performance should be evaluated across the full path to purchase, not only at the final click. When channels are planned, activated, and measured together, brands can better understand how each touchpoint contributes to revenue. With StackAdapt, advertisers can take an omnichannel approach to reach audiences across the buyer journey, leverage holistic measurement solutions to understand which investments are driving results, and make stronger budget decisions based on total business impact.

StackAdapt

**Reach out to the StackAdapt team to learn more.**

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