StackAdapt

How StackAdapt and Everpure built a strategic, multi-market partnership by bringing programmatic buying in-house

Everpure

Partnering with StackAdapt enabled Everpure to undertake its groundbreaking programmatic in-house initiative, which generated major company-wide efficiencies

Partner Profiles

Everpure

Everpure Data, formerly known as Pure Storage, is an enterprise data storage and data management company. Headquartered in California, the company originally focused on developing all-flash data storage hardware and software products, but has since expanded to provide a broader range of data management-related services.

The Challenge

To say Everpure Data has undergone a significant transformation in 2026 would be a big understatement. In late February the company rebranded from Pure Storage—its trading name of 16 years—to Everpure Data, as the business pivoted away from simply housing data to helping organisations understand and prepare data for an AI-led digital landscape. The rebrand was also influenced by its recent acquisition of data intelligence company 1touch.

With this new identity came the challenge of rebuilding brand awareness. As a general rule for B2B—a category that is traditionally performance-focused and lead-gen based—if consumers don't know you, they do not buy from you. So for a rebrand this significant, Everpure needed to invest in a tailored brand awareness approach.

The transformation also required a better way to engage high-value B2B decision-makers. A mainstream demand-side platform was not the right fit, since most require an agency middleman, something that didn't align with the company's mission of establishing an efficient in-house media capability.

As Everpure's global account-based marketing (ABM) strategy evolved, the team needed a strategic partner that could grow with them and support priorities like Bombora integration.

The Strategy

Omnichannel marketing platform StackAdapt was selected as Everpure's partner, tasked with building an in-house programmatic operating model that would target specific accounts in contextually relevant environments. StackAdapt was the right fit because its solutions were both straightforward for regional marketing teams to operate and also powerful enough to be replicated across markets.

The strategy also had to maximise engagement quality rather than simply increasing reach. Everpure wanted measurement capabilities to extend beyond traditional media KPIs toward account engagement, website visits, and business impact.

A global outlook that covered APAC and EMEA was outlined, with programmatic being allocated the bulk of the media budget and the remaining portion split across Google, Meta, and LinkedIn advertising.

Programmatic was given a larger chunk of budget as it would provide a more comprehensive audience exposure across channels like display, video, CTV and DOOH, including trains, airport, taxis, and audio.

Exposure in all these places was previously difficult to achieve, but with a new market to win and a fresh proposition to introduce, an innovative approach was called for.

Executing the campaign

Bringing the campaign to life meant close collaboration between Everpure's in-house media team and StackAdapt's client service team, replacing the traditional agency layer entirely.

StackAdapt's ability to provide Everpure with high-touch service quickly established trust and was integral to the partnership's success from the outset. Far from being just a support tier, its teams worked directly with Everpure's global demand generation unit to optimise campaigns, onboard regional divisions, and support expansion objectives. Regular strategic reviews ensured campaigns aligned with evolving ABM priorities while supporting marketing teams across international hubs.

> In practice, StackAdapt functioned less like a technology vendor and more as an extension of Everpure's internal marketing division.

On the targeting side, StackAdapt activated Everpure's specific ABM target account lists through its proprietary B2B ID graph, matching and reaching the right accounts deterministically. Page Context AI and Keyword Rule Targeting were layered on top, ensuring ads appeared in genuinely relevant B2B environments rather than generic placements. Intent and firmographic data was layered on top through data providers including Bombora (Company Surge® intent) and ZoomInfo (firmographic and technographic signals), allowing Everpure to reach the right decision-makers with tailored messaging.

To expand reach beyond the initial list, Everpure layered intent-driven audience discovery through Bombora Company Surge® data, identifying additional in-market accounts showing active research behaviour.

To keep priority accounts engaged across multiple touchpoints, StackAdapt activated an omnichannel mix of creative formats, with messaging customised by account segments. As a result, Everpure's campaigns felt relevant and specific to each audience cohort.

Everpure's in-house team also used StackAdapt's IVY Studio for day-to-day activation and creative execution. This AI-powered tool has made campaign set up much more agile, allowing campaigns to go live faster. Perhaps most importantly, AI intelligence helped the team focus on what really matters by prompting them about anomalies like CPM increases or CTR drops, saving manual checking time.

On the mechanics front, frequency capping managed how often target accounts saw a given ad, helping build brand familiarity without overexposure. Similarly, machine learning-driven bidding and budget allocation optimised campaign performance toward engagement and awareness KPIs, while real-time performance tracking continuously improved campaign efficiency.

The Results

18x
larger investment for its FY26 spend

10x
more key account interactions

0.3%
above average

Powered by a highly attuned execution strategy, StackAdapt successfully enabled one of the largest technology companies in the world to bring global programmatic buying in-house.

The platform enabled Everpure's media team to independently manage and execute programmatic campaigns, resulting in cost savings and faster decision-making cycles, whilst maintaining brand-safe environments and increasing contextual relevance.

Direct control over campaign setup, targeting, bidding and optimisation, powered by Ivy Studio's AI-driven workflow tools, has translated into tangible gains, with Everpure reporting considerable cost savings.

Initially tasked with execution of the Asia-Pacific and Japan (APJ) and Germany (EMEA), StackAdapt's strategy was so successful that it will be expanding to a global roll out with an approximately 18x larger investment for its FY26 spend.

Performance-wise, internal benchmarking showed StackAdapt delivered click-through-rates (CTRs) approximately 0.3% above average and significantly more website visits, while an individual campaign delivered approximately 10x more key account interactions. These results tracked directly against the KPIs Everpure's demand generation leadership prioritised, including account reach, account engagement, website visits, regional coverage and CTR.

StackAdapt has now become one of Everpure's top three global media partners. As a long-term partner, the business will continue to support Everpure's campaigns across multiple international markets, as well as evolving measurement ecosystems and enterprise marketing transformation.

Most significantly, the campaign demonstrated the feasibility of taking programmatic media fully in-house for B2B brands, while at the same time boosting ROI considerably.

Looking ahead

Everpure's success offers a blueprint for B2B marketers aiming to bring programmatic in-house by showing how contextual intelligence and account- based targeting can drive stronger-engagement while giving teams greater control over their media strategy.

The APAC and EMEA launches marked an early example of how that blueprint could be adaptedfor new markets, with the global roll-out continuing throughout 2026.

Looking further ahead, the partnership will be centred on account base targeting, AI automation and creative optimisation, and is poised to deliver brilliant results for years to come.

StackAdapt

Time for a solution that delivers results.
Reach out to the StackAdapt team to get started.

© 2026 StackAdapt Inc.

stackadapt.com