StackAdapt

Proving performance in the pet aisle: How Ansira put two DSPs to the test and found a clear winner

Ansira



Pet owners tend to stay loyal to brands once they find a food that works well for their pets. For marketers, that means growth depends on reaching shoppers before their next trip to the store—building awareness early and giving them a reason to choose something different.

A leading premium pet food brand faced this exact challenge. Looking to increase awareness, drive more shoppers into retail locations, and prove advertising investment was translating into measurable impact, the brand partnered with marketing technology company Ansira, to develop a data-driven media strategy.

To identify the best long-term programmatic solution to execute campaigns like this, Ansira conducted a controlled side-by-side evaluation between StackAdapt and another leading DSP. By keeping both campaigns as comparable as possible, the Ansira team could objectively measure which platform drove more in-store visits at the lowest cost.



Reaching shoppers before they reached the shelf

Ansira activated the campaign through StackAdapt, using third-party audience signals—including pet ownership, purchase intent, and location—to identify shoppers most likely to visit a retailer. Display creative gave shoppers compelling reasons to consider the brand, highlighting nutritional ingredients and healthy, active pets to build trust before they reached the store.

With the campaign running through StackAdapt, Ansira could optimize toward multiple objectives rather than a single KPI. Multi-Goal Optimization helped balance up to 10 campaign goals, while reducing the need for manual adjustments. Footfall Attribution then measured verified visits to local stores, giving the team clear visibility into how advertising influenced real-world customer behaviour.

To ensure a fair comparison, Ansira launched nearly identical campaigns across both DSPs, aligning creative, audience strategy, budgets, and measurement so platform performance—not campaign variables—would determine the outcome.

- ✓ Display creative
- ✓ Multi-Goal Optimization
- ✓ Footfall Attribution
- ✓ Third-Party Audiences

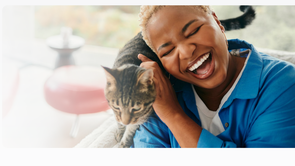
More store visits. Lower costs.

The evaluation showed that stronger business outcomes don't have to come at a higher cost. Despite using significantly less media spend than the parallel campaign, StackAdapt generated substantially more shoppers while improving campaign efficiency across nearly every metric measured.

7x more store visits.	**18x** lower cost per store visit.	**23%** lower CPM.	**200x** higher click-to-store visit rate.

While both campaigns pursued the same objective, StackAdapt converted exposed users into retail store visits at 44%, compared to 0.22% across the other DSP.

For the brand, that meant connecting with more potential customers while making every advertising dollar go further. For Ansira, that meant clear evidence proving StackAdapt could deliver stronger performance while lowering media costs.





Looking ahead

The assessment wasn't about replacing technology–it was about identifying the right platform for the right client challenge. By demonstrating stronger in-store performance in a controlled evaluation, StackAdapt reinforced its value as a trusted partner for campaigns focused on driving measurable footfall while balancing multiple campaign objectives. Together, the evaluation strengthened the partnership and established a long-term foundation for future campaigns.

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Reach out to the StackAdapt team to learn more.

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