



GAS

Case Study

Crafting Context at Scale: How Mavern Drove Real-Time Engagement for GAS around a National Fabric Retailer Campaign



Campaign Approach

To amplify GAS's national fabric retailer campaign and connect with action-ready audiences, we used our **AI SignalTap** to craft a keyword strategy rooted in real purchase intent, creative DIY energy, and lifestyle alignment. Rather than generic interest terms, we focused on high-intent clusters tailored to the mindset of value-seeking, home-focused consumers.

Top-performing keyword clusters included:

- **Deal Focused:** *"fabric liquidation," "craft supplies on sale," "discount fabric," "clearance cotton prints"*
- **DIY Projects:** *"beginner sewing patterns," "no-sew costume," "upcycled home decor," "quilting tutorials"*
- **Lifestyle Inspiration:** *"fall tablescape," "cozy home crafts," "DIY gifts"*

These were activated across **contextually aligned content** via **SignalTap**, generating CTRs over 1–2% on many domains. By combining **curated keywords, relevant inventory, and tight integrations** with StackAdapt, this campaign proved that smart contextual targeting doesn't just deliver impressions – it drives results.

Top Performing Domains Included:

Lifestyle & DIY: *thepioneerwoman.com (seasonal recipes & home ideas), countryliving.com (rustic crafts & style inspo), goodhousekeeping.com (decor, organization & DIY)*

Home + Food with Shopper Mindset: *delish.com (holiday recipes & kitchen tips), cosmopolitan.com (gift guides & trendy DIY), wideopencountry.com (farmhouse living & Americana)*

Regional & Audience Fit: *delco.today / bucksco.today (hyperlocal lifestyle within fabric markets), cafemom.com (frugal crafts & parenting hacks), fooddrinklife.com (easy recipes & homemaking tips)*

Optimization & Results

Hands-On, Real-Time Optimization:

Throughout the campaign, SignalTap worked hand-in-hand with our traders and programmatic team on daily (sometimes intraday) optimizations. We adjusted bids, refined category exclusions, and even swapped in new contextual segments on the fly—all to keep the campaign aligned with the retailer's evolving marketing campaign and media goals.

Agility That Drove Results:

This dynamic, real-time collaboration meant we could adapt to campaign performance and creative updates, driving engagement rates above benchmark and delivering a strong overall media performance.

Intraday Optimizations Included:

- *Adjusting floor bids for high-performing channels*
- *Swapping creative based on funnel behavior*
- *Shifting weight toward top-converting keyword clusters*
- *Updating exclusion lists dynamically*



Let's Build Smarter Together



From Retail Promos to Patient-Centric Campaigns, We Drive Results That Convert

Whether you're promoting time-sensitive offers or building awareness for high-consideration services, Mavern's **contextual intelligence** ensures your message reaches the right audience—at the right moment—across channels. Our agile targeting and real-time optimization approach is built to boost engagement, drive conversions, and deliver performance where it matters most.

Let's talk about how **smarter curation** can power your next campaign.

info@mavernmedia.com

www.mavernmedia.com

SignalTap by Mavern: Smarter Contextual at Scale