

Maximizing B2B Reach Through ABM Targeting



Summary

Realtime Agency partnered with StackAdapt to tackle their client's challenges with a previous DSP and help them boost overall brand awareness in their campaign. Leveraging ABM targeting with specific account lists, they swiftly launched and optimized towards clicks. The results were impressive with a 77% reduction in Cost per Click (CPC) compared to their previous DSP. This was attributed to deeper data insights and a quick turnaround time for new audience implementation through StackAdapt.

Results



Average CTR
0.3%



CPC
77%



Realtime Agency is a London and Denver based digital marketing agency. They offer a full-funnel approach, strategic approach to digital marketing. They are a digital marketing agency focused on performance.



We saw a 77% reduction in cost per click, driven by StackAdapt's data insights and quick audience implementation. Our campaigns now hit the mark efficiently, ensuring our client's message resonates with precision. This platform significantly impacted our ROI, and we're thrilled with the results.

–Mason Allen, Senior Programmatic Analyst at Realtime Agency

Challenge

The challenge was to enhance the performance and measurement of ABM campaigns compared to the client's previous DSP, which had limited audience insights and slow audience list population.

Strategy

Realtime Agency's campaign focused on ABM targeting with specific account lists, ensuring a quick launch and optimization for clicks.



StackAdapt ABM Targeting and Measurement

Leveraging this unique technology from StackAdapt, Realtime Agency set out to tailor their campaign to specific account lists for more personalized and effective outreach.



Optimization for Clicks

Focus on driving engagement by refining the campaign for click-throughs, ensuring the message resonates with the audience.



Audience Activation

Leverage quick turnaround time for audience population with StackAdapt so campaigns could be launched promptly, seizing timely opportunities.

Execution

Through StackAdapt ABM Targeting and Measurement, Realtime Agency utilized specific account lists for the campaign. This precision ensured the campaign reached a highly relevant audience, resulting in elevated engagement and conversions.

Custom Targeting

Throughout the campaign, targeting parameters were continuously adjusted based on audience behaviour and preferences, ensuring maximum relevance and engagement.

Real-Time Insights

StackAdapt's transparent reporting provided crucial insights in real-time, enabling prompt adjustments and optimizations for optimal campaign performance.

Quick Campaign Flights

The speedy audience population in StackAdapt allowed for rapid campaign launches, delivering timely messaging to a captive audience.

Outcomes

Realtime Agency strategically employed StackAdapt's StackAdapt ABM Targeting and Measurement, achieving remarkable success for their B2B clientele. The result was a 77% reduction in cost per click, demonstrating the power of data-driven precision.