

# The Ad Agency Makes a Connection with Car Buyers



The Ad Agency took connected TV for a test drive and discovered valuable customer journey opportunities on the open road.

The Test Drive: The Ad Agency tested the potential of connected TV (CTV) to deliver on the promise of completion and viewability rates while achieving a desirable eCPM.



### CTV Completion Rate

**98.8%** Retargeting  
**97.8%** Custom Segment



### eCPM

**\$34.28** Prospecting  
**\$33.37** Retargeting



### Viewability CTV

**100%** Viewability



*We wanted to offer something unique for our client, and based on what we were trying to achieve with the campaign, working with StackAdapt's connected TV offering seemed like a great fit. The campaign achieved results beyond our expectations and this channel has opened up a number of campaign possibilities for our agency and our clients.*

— **Bryan Osborn**  
VP Digital Client Development, The Ad Agency

## The Agency



The Ad Agency is a full-service advertising and marketing agency known for their personal bottom line approach, smart creative work, and outstanding results. The team is dedicated to helping reveal, develop and strategize marketing plans to maximize budget and return on investment.

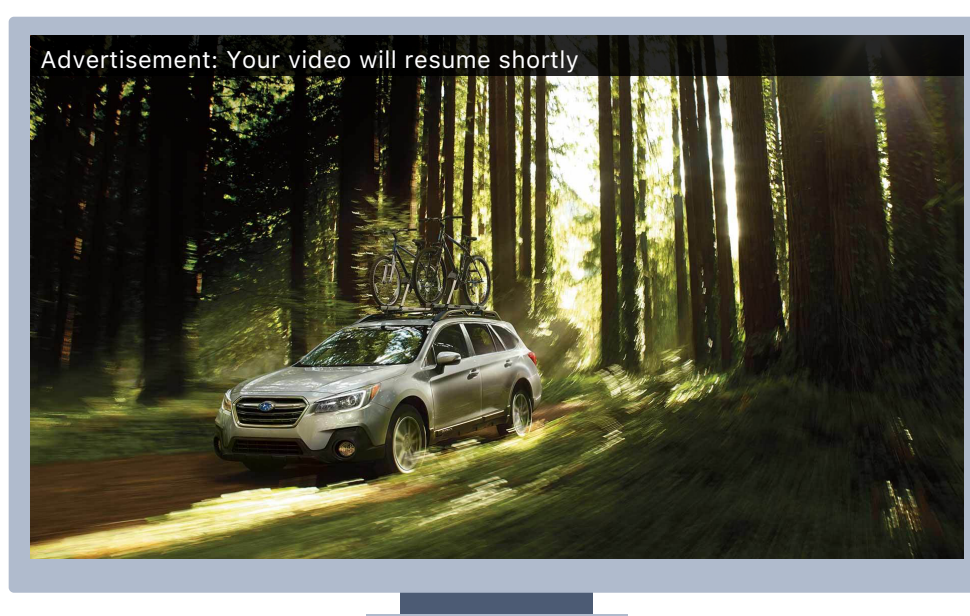
## The Client

Stivers Decatur Subaru —  
Your Atlanta Area Subaru Dealer

Stivers has a skilled and knowledgeable sales staff with many years of experience satisfying their customers' needs. Located just outside of Atlanta, they serve Decatur, Lithonia, Tucker and Stone Mountain, GA. Stivers Decatur Subaru offers searchable online inventory of new 2019 Subaru cars in Atlanta, along with well-maintained used cars from today's top manufacturers.

## Goal

Well-versed in traditional TV advertising, Stivers Decatur Subaru and The Ad Agency wanted to drive innovation by using connected TV. The goal was to increase prospect traffic to the Stivers Decatur Subaru website by serving a CTV impression and matching it to a site visit.



## Execution

The Ad Agency leveraged StackAdapt's Custom Segments, retargeting and geotargeting tactics to track prospects who visited the Stivers Decatur Subaru website.

- 1 The Ad Agency used StackAdapt's intent-based custom audiences to pool together users actively consuming content related to automobiles as an upper funnel tactic and content related to Subaru as a lower funnel tactic.
- 2 The Ad Agency placed a retargeting pixel on the Stivers Decatur Subaru website and identified visitors in the Atlanta geo with a connected TV device and retargeted them with CTV ads.
- 3 The Ad Agency also mapped unique IP addresses from the CTV impressions to track if the individual accessed a desktop or mobile device on the same IP address to visit the website.

Of the approximately 45,000 households that regularly use CTV within the Atlanta area, Stiver Subaru targeted and served ads to 16% of those households through StackAdapt.

## Result

Connected TV proved to be an innovative means of reaching a highly relevant audience at an eCPM of less than \$35 for The Ad Agency, while maintaining a 98% VCR throughout the campaign.