

How Trustworthy Digital Leveraged StackAdapt to Drive Leads



Summary

Confronted with a challenge of unqualified leads within Google's Display & Video 360, Trustworthy Digital switched to StackAdapt. In just a month, they reported a drastic increase in lead quality and transparency in reporting. By deploying solutions like domain lists for precision, and Forecasting for match rate tracking, the campaign achieved heightened efficacy.

Results



Impressions
10.6 M



eCPM
\$6.31



Conversion rate (CVR)
7.05%



Trustworthy Digital is a full service digital advertising and analytics agency focused on delivering industry leading results with integrity, honesty, and reliability.



Trustworthy Digital's shift to StackAdapt's solutions yielded great results. In just a month, we experienced a significant leap in lead quality and reporting transparency. Utilizing precision-driven domain lists and Forecasting capabilities, our campaign generated 459 conversions with a 7.05% CVR. This collaboration effectively conquered our spam lead challenge and surpassed expectations.

—Brandon O'Connor, CEO, Trustworthy Digital

Challenge

Trustworthy Digital's client, OTR Solutions, encountered a significant problem with unqualified leads while operating on Google's Display & Video 360, prompting the need for improved lead quality and reporting clarity.

Strategy

StackAdapt's domain list and Forecasting capabilities were used to refine audience targeting. This made it possible to preemptively gauge match rates, and optimized bids for cost-efficient engagement. The result? Enhanced lead quality and transparent campaign outcomes.



Domain Lists

Leverage domain lists to curate a refined audience, ensuring each lead comes from a reputable source. This in turn was aimed at eliminating the risk of unqualified leads.



Forecasting

Utilize Forecasting in StackAdapt to meticulously track match rates that lead to informed decisions based on projections and reduce uncertainty.



Bid Optimizations

Implement bid optimizations to manage costs that ensure optimal resource allocation and ROI. Leverage real-time data to adjust bidding strategies and effectively drive down the cost of acquisition.

Execution

Forecasting was utilized to identify a target audience, this strategy resulted in conversions at 7.05% CVR. Bid optimizations were leveraged to allow the campaign to perform at its optimum resulting in \$43.90 eCPE. This targeted execution minimized unqualified leads and maximized results.

Precise Match Rates

Strategically harnessed Forecasting to accurately track match rates, enabling data-driven decisions that yielded a substantial 459 conversions and a 7.05% CVR.

Transparency and Quality

Employed domain lists to meticulously curate a focused audience, resulting in a remarkable 10,640,788 impressions at a cost-effective \$6.31 eCPM.

Efficiency and Engagement

Utilized bid optimizations to strategically manage costs, achieving a commendable \$43.90 eCPE and subsequently refining it to \$46.63 eCPA in the second month.

Outcomes

Trustworthy Digital was able to produce remarkable outcomes with StackAdapt. The campaign earned 10.6M impressions at an eCPM of \$6.31, leading to 459 conversions with a 7.05% CVR. Notably, the eCPE was \$43.90, and the eCPA reached \$46.63 in the second month, surpassing targets.