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

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.

StackAdapt's domain list and Forecasting capabilities were used to refine



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.



Utilize Forecasting in StackAdapt to meticulously track match rates that lead

Forecasting

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.

Forecasting was utilized to identify a target audience, this strategy resulted

Execution

campaign to perform at it's optimum resulting in \$43.90 eCPE. This targeted execution minimized unqualified leads and maximized results.

Quality

in conversions at 7.05% CVR. Bid optimizations were leveraged to allow the

Strategically harnessed Forecasting to accurately

Precise Match

Rates

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

Employed domain lists to meticulously curate a

Transparency and

in a remarkable 10,640,788 impressions at a cost-effective \$6.31 eCPM.

focused audience, resulting

strategically manage costs, achieving a commendable

Efficiency and

Engagement

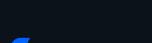
\$43.90 eCPE and subsequently refining it to \$46.63 eCPA in the second month.

Utilized bid optimizations to

Trustworthy Digital was able to produce remarkable outcomes with StackAdapt. The campaign earned 10.6M impressions at

Outcomes

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.



Reach out to the StackAdapt team StackAdapt

for more information.