

StackAdapt Success Story

Centerline Measures Their B2B Advertising Impact With StackAdapt Brand Lift



Summary

Looking to raise brand awareness and decrease cost-per-conversion for their B2B client, Centerline Digital wanted to find a new way of reaching decision makers and measure their advertising impact in an all-in-one, scalable platform. With StackAdapt, Centerline was able to open up new avenues of advertising and leverage multiple B2B targeting tactics to accurately reach their B2B IT decision maker audience. For the cherry on top, they leveraged StackAdapt Brand Lift, a proprietary in-platform brand lift study, to put data-backed insights behind their strategy, ultimately increasing their share of voice for their client and decreasing CPAs.

Background



Centerline Digital understands the complexities of the B2B landscape, and knows the issues marketers face are rarely straightforward and singular in nature. Centerline helps companies plan, create, and activate their marketing efforts to get results.



The client is a B2B company that creates software to enable DevOps teams and IT managers in the technology space.



Joey Vara

Associate Director of Paid Media, Centerline Digital

“Working with StackAdapt has enabled a number of different opportunities for Centerline to reach our client’s target audiences,” **says Joey Vara, Associate Director of Paid Media at Centerline Digital.** “Specifically, onboarding CTV as a new channel to reach B2B prospects has been a game changer for our digital strategy as a whole.”

Challenge

Centerline was looking to expand their client’s brand awareness and share of voice in the B2B technology software industry.

Strategy

Employing a full-funnel strategy with Connected TV (CTV) and video as the main awareness driver, Centerline Digital scaled their messaging across multiple targeting tactics to reach their target B2B users. To account for performance marketing, they collected a pool of users who watched their video and retargeted them with native and display, driving them further down the funnel to a conversion point on their website.

Centerline employed the following tactics in their media strategy to meet all stages of the funnel:



Connected TV

Centerline tested CTV as a new channel and launched brand awareness messaging to reach an incremental audience of B2B users. They collected users who completed a full video to retarget them later with lower funnel creatives and a brand lift study.



Repurposing Keywords

Using their top-performing pay-per-click (PPC) keywords from their search campaigns, Centerline repurposed these keywords to create a custom context with Page Context AI, expanding their content reach even further and synergizing their digital marketing strategies into one.



B2B Targeting

With the help of their StackAdapt team, Centerline implemented an array of B2B targeting tactics, including Account Based Marketing (ABM) lists, Page Context AI, 3rd-party segments and Intersection Segments to hone in on their target B2B user. These tactics were each allocated a specific budget to test for top performers.

Execution

To get the best performance and insights from their B2B campaigns, Centerline made sure to implement some testing tactics, Bid Factors and run a brand lift study to accurately measure the impact of their advertising efforts.

Bid Factors

To capitalize on performance from high performing devices and OS, Centerline actively optimized their bids in-platform with the help of Bid Factors.

Testing Audiences

To optimize towards top-performing targeting tactics, Centerline shifted budget between the top 3rd-party B2B data providers (such as D&B and Bombora) to ensure scalability and performance wherever the campaign was performing best.

StackAdapt Brand Lift

Leveraging StackAdapt Brand Lift, Centerline launched a set of ad recall questions to their targeted audience, as well as a control group, to determine their share of voice and impact of advertising.

“StackAdapt Brand Lift made it easy for us to define the success of our brand awareness campaigns, which had been a huge challenge for us in the past.”

— Joey Vara, Associate Director of Paid Media at Centerline Digital

Results

By launching campaigns with StackAdapt, Centerline was able to significantly increase their video viewership and engagement while decreasing average CPA costs. They continue to launch scalable campaigns within multiple channels, and have since focused their targeting in the B2B space to include ABM lists and Page Context AI.

Centerline saw the following results from their StackAdapt campaigns:



eCPA
40% decrease



Average VCR
93%



Brand Lift Survey Responses
3,376

“StackAdapt has empowered our agency team to scale and increase sales year-over-year,” **says Joey Vara, Associate Director of Paid Media at Centerline Digital.** “Since onboarding the platform, our advertisers have increased their media spend with us, as they’ve seen first-hand the value in the media solutions that StackAdapt provides and want to see that progress.”