

Success Story

Vectra Bank Helps Small Businesses During Uncertain Times



Summary

Vectra Bank (through ThomasARTS) worked to drive and sustain awareness for their Paycheck Protection Program (PPP) offering using cross-channel retargeting. With the inclusion of connected TV (CTV) in their strategy, Vectra Bank was able to successfully retarget small business professionals throughout their day sequentially and generate over 2.5 million impressions throughout the campaign.

Background



ThomasARTS is a data-driven performance agency accelerating the growth of brands through strategy, creativity, engagement and technology, delivering the right message to the right person—in the right way and at the right time.



Vectra Bank aims to practice proactive relationship banking by using their knowledge to help their clients discover opportunities to grow. As a division of Zions Bancorporation, N.A., Vectra offers every client a broad reach and depth of resources.



Jennie Anderson

Media Buyer at ThomasARTS

“The 2020 pandemic brought a host of new challenges for everyone and banking was no exception. On the heels of their successful Federal PPP loan program, ThomasARTS and Vectra Bank were looking to plan and execute a testimonial campaign to generate brand awareness and new accounts. With StackAdapt’s platform and support, Vectra Bank was able to successfully execute a 6-week campaign and capture the part of the market share needed.”

Challenge

With a very short timeline on hand, Vectra Bank was looking to run a campaign that would reach the greatest number of businesses to help promote their services through compelling testimonial creatives built during the course of a global pandemic.

Strategy

Because Vectra Bank does not have the size and market share of its larger competitors, in order to gain and sustain awareness for this campaign, ThomasARTS worked with StackAdapt to come up with a multi-channel approach to maximize reach of their target audience of small businesses. With three main channels in mind, the team strategized to leverage the following:



Connected TV

With CTV, Vectra Bank wanted to sustain awareness by retargeting small business professionals that saw a display ad earlier that day. In addition, Vectra Bank looked to increase awareness using a variety of StackAdapt Interest and Intent data, along with segments from the extensive 3rd-party catalogue.



Video

With the ease of cross-channel retargeting, Vectra Bank saw an opportunity to retarget users who had previously been exposed to a display ad earlier that day. As prospecting was still of importance, ThomasARTS was able to browse and select segments that fit the target market, using a combination of behavioural and intent segments targeting small business owners.



Display

Telling a message cross-channel has never been easier, and ThomasARTS used their expertise to track users who saw a display ad and later retargeted them on another channel.

Execution

ThomasARTS utilized the StackAdapt platform to browse an array of segments zeroing in on their prospective consumers, and tracked those impressions across devices to retarget and sustain awareness. Using StackAdapt’s cross-device capabilities, ThomasARTS was able to collect users who viewed a display ad and retarget them with CTV, video, and display, from the original strategy.

Impression Retargeting

StackAdapt’s ease of use allowed ThomasARTS to seamlessly set up impression tracking.

Sequential Messaging

Vectra Bank used various creative messaging across formats to ensure they told a story.

Cross-Device Retargeting

Vectra Bank was able to expose messaging to consumers at different times in the day using cross-device retargeting.

Results

ThomasARTS was able to increase and sustain awareness through CTV, achieving 98% video completion rate (VCR) and video achieving 72% VCR, with low cost per completed view (CPCV) of \$0.03 between both channels. The impression retargeting tactic was most effective driving 1.5x more clicks and the lowest cost per click (CPC).

In summary, ThomasARTS achieved the following results:



Clicks
24,200



CTR
0.16%



Unique Impressions
2,500,000



Viewability
88%

“Vectra Bank and ThomasARTS have been utilizing StackAdapt for over 2.5 years,” says **Jennie Anderson, Media Buyer at ThomasARTS**. “They have grown to be the preferred DSP of ThomasARTS media buyers because of their broad selection of placements and it’s ongoing improvement of providing the best opportunities for planning, targeting, optimizing, and reporting.”