

## Success Story

# Zions Bank Achieves Incremental Reach Through CTV Retargeting



## Summary

In an awareness campaign for Zions Bank, ThomasARTS worked with StackAdapt to gain incremental reach for their clients' Home Equity Credit Line offering by retargeting from connected TV (CTV) for the first time. This enabled Zions Bank to effectively target homeowners, leading to a 0.15% CTR and 90% viewability throughout this 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.



**Zions Bank** is one of the oldest financial institutions in the Intermountain West, bringing 140 years of history behind every transaction and community investment. Additionally, Zions Bank provides financial resources, wealth management solutions, mortgage services, and more.



### Cash Meyerhoffer

Media Director at ThomasARTS

“ThomasARTS and Zions Bank have partnered with other DSPs in the past, and we struggled to find the volume of impressions and quality traffic that we were looking for. StackAdapt's ability to consistently drive impressions through impression and click retargeting has helped us achieve quality retargeting efforts when we've been unable to do so in the past.”

## Challenge

ThomasARTS was looking to drive users to sign up for a Home Equity Line of Credit for their client, Zions Bank.

## Strategy

To achieve the goals for their campaign, ThomasARTS planned with StackAdapt to leverage CTV, video, and display channels in their prospecting and retargeting efforts to reach relevant audiences.



### Connected TV

To help Zions Bank meet their goal of reaching users who consumed news content through over-the-top (OTT) media, ThomasARTS worked with StackAdapt to build custom deals to access local news stations in Idaho and Utah prior to launching their campaign.



### Video

With easy access to audience catalogues, ThomasARTS was able to browse and select segments that fit the target market, using a combination of behavioural and intent segments targeting users who were homeowners and interested in DIY.



### Display

Because scaling their message cross-channel was important, ThomasARTS used their expertise to track users who completed viewing either a CTV or video asset, along with retargeting users who clicked on a display ad.

## Execution

Using StackAdapt's cross-device capabilities, ThomasARTS created a user journey to reach their target audience at multiple touchpoints throughout their day. Cross-device retargeting allowed Zions Bank to push consumers down the marketing funnel using the following tactics:

### Custom PMP Deals

Utilizing Private Marketplace deals for connected TV, ThomasARTS was able to reach audiences through placements on highly relevant content.

### CTV Retargeting

ThomasARTS collected retargeting audiences based on CTV ad viewership to follow up with display.

### Display Retargeting

To push users further down the funnel, ThomasARTS retargeted users who previously engaged with display units.

## Results

Within a short flight duration, ThomasARTS increased incremental reach by over 50,000 users through CTV, sustained awareness through video while maintaining a low CPCV, and drove qualified users into the lower funnel to be retargeted through display advertising tactics.

For this campaign, ThomasARTS achieved the following results:



Clicks  
**21,197**



CTR  
**0.15%**



Unique Impressions  
**727,570**



Viewability  
**90%**

“Home Equity Credit Line has been one of the best initiatives at Zions Bank,” says **Cash Meyerhoffer, Media Director at ThomasARTS**, “and through these efforts we continue to set the bar higher. As we've continued to plan campaigns, keeping StackAdapt at the center of the programmatic media efforts provides a robust journey for these initiatives.”