**Strategy**

Centerline Digital employed the following tactics in their media strategy to meet all stages of the funnel: display, driving them further down the funnel to a conversion point on their website. To collect a pool of users who watched their video and retarget them with native and CTV tactics to reach their target B2B users. To account for performance marketing, they employed 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 accurately reach their B2B IT decision maker audience. For the cherry on top, they leveraged 3rd-party segments and Intersection Segments to hone in on their target B2B user.

Centerline repurposed these keywords to create a custom context with Page Context AI, using their top-performing pay-per-click (PPC) keywords from their search campaigns, to retarget them later with lower funnel creatives and a brand lift study. To optimize towards top-performing targeting tactics, Centerline shifted budget between the top-performing targeting tactics, including Account Based Marketing (ABM) lists, Page Context AI, 3rd-party B2B data providers (such as HG Insights, D&B and Bombora) to ensure scalability and performance wherever the campaign was running.

**Execution**

To get the best performance and insights from their B2B campaigns, Centerline Digital wanted to find a new way of reaching decision makers and wanted to see that progress. "Specifically, onboarding CTV as a new channel to reach B2B prospects has been a game changer for our digital strategy as a whole." — Joey Vara, Associate Director of Paid Media at Centerline Digital.

Centerline was impressed by the StackAdapt team’s ability to plan, create, and activate their media campaigns, helping them to accurately measure the impact of their advertising efforts. To get the best performance and insights from their B2B campaigns, Centerline Digital made sure to implement some testing tactics, Bid Factors, and run a brand lift study, to put data-backed insights behind their strategy, maker audience. For the cherry on top, they leveraged 3rd-party segments and Intersection Segments to hone in on their target B2B user.

**Results**

By working in tandem with StackAdapt, Centerline Digital was able to rapidly scale their campaigns across multiple B2B channels, and have since focused their targeting in the B2B technology and financial space.

- **StackAdapt campaigns:** Centerline saw the following results from their StackAdapt campaigns: Centerline was able to open up new avenues of advertising and leverage multiple B2B channels, and have since focused their targeting in the B2B technology and financial space.
  - **40% decrease in average CPA**
  - **9% increase in Brand Lift**

Centerline Digital has been a StackAdapt customer for over a year and has continued to launch scalable campaigns within multiple B2B channels, and have since focused their targeting in the B2B technology and financial space.

**Challenge**

"StackAdapt made it easy for us to define the success of our brand awareness campaigns, which had been rare for our B2B client, Centerline Digital. " — Joey Vara, Associate Director of Paid Media at Centerline Digital.

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To capitalize on performance from high performing targeting tactics, Centerline shifted budget between the top-performing targeting tactics, including Account Based Marketing (ABM) lists, Page Context AI, 3rd-party B2B data providers (such as HG Insights, D&B and Bombora) to ensure scalability and performance wherever the campaign was running.