**Background**

ThomasARTS is a data-driven performance agency specializing in the growth of brands through creative messaging, engaging storytelling and cross-channel awareness. Using their knowledge to help their clients’ diversity opportunities grow. In a decade of StackAdapt partnerships, it ensures that their clients are at the right time and the right place with CTV, video, and display, from the original strategy.

ThomasARTS was able to collect users who viewed a display ad and retarget them to sustain awareness. Using StackAdapt’s cross-device capabilities, Vectra Bank was successful in getting and sustaining awareness for their campaign, and tracked those impressions across devices to gain knowledge.

**Strategy**

With a very short timeline on hand, Vectra Bank worked with ThomasARTS to come up with a multi-channel approach to maximize reach and awareness. With three main channels in mind, the execution was strategized to leverage the following:

- **Connected TV**: Vectra Bank wanted to sustain awareness by targeting small business professionals that saw a display ad earlier that day.
- **Video**: Vectra Bank looked to increase awareness using a variety of StackAdapt Interest and Intent data, along with segments from the extensive 3rd-party catalogue.
- **Impression Retargeting**: Vectra Bank was able to browse and select segments that fit the target market, using a combination of behavioural and first-party segments to target users who had previously been exposed to a display ad earlier that day. In addition, Vectra Bank was able to browse and select segments that fit the target market, using a combination of behavioural and first-party segments to target users who had previously been exposed to a display ad earlier that day.

**Execution**

ThomasARTS utilized the StackAdapt platform to leverage an array of channels in a joint plan that included connected TV, video, and display. This plan was driven by creative messaging and engagement, using StackAdapt’s cross-device capabilities. ThomasARTS was able to collect users who viewed a display ad, and segment them with CTV, video, and display, from the original strategy.

**Challenge**

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 and awareness.

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**Results**

ThomasARTS was able to collect users who viewed a display ad earlier that day. Vectra Bank was successful in getting and sustaining awareness for their campaign, and tracked those impressions across devices to gain knowledge.

In summary, ThomasARTS achieved the following results:

- **Unique Impressions**: 2,500,000
- **Clicks**: 24,200
- **CTR**: 0.16%
- **Viewability**: 88%
- **VCR**: 98%

**Contact your StackAdapt Representative to get started.**