**Summary**
Reflect Digital’s client, Opayo, was looking to increase exposure to their brand and increase conversion rates for their landing pages. Following consistently impressive results in their paid search campaigns, they were interested in exploring new channels. After launching a programmatic campaign through StackAdapt, they saw conversion results within the first month.

**Background**
Reflect Digital is a digital marketing agency specializing in SEO, paid performance marketing, creative design, and development services.

**Challenge**
The goal was to utilize the programmatic channel to achieve a higher CPA efficiency than their paid search efforts. Additionally, they were looking to increase exposure to in-app and desktop landing pages.

**Strategy**
To achieve these goals, Reflect Digital recommended a scalable hyper-relevant targeting strategy with frequency caps. They also suggested using Intersection Audiences to target users who had previously engaged with the brand. Creative Studio was tasked with building custom HTML5 units, which included a custom CTA and a limited time offer.

**Execution**
Reflect Digital managed their clients’ paid search accounts as well as their programmatic campaigns through StackAdapt. They also worked with the Creative Studio team to develop custom HTML5 ads.

**Results**
Reflect Digital’s programmatic campaigns delivered a higher CPA efficiency than their paid search efforts. They were able to increase exposure to their in-app and desktop landing pages, which resulted in a significant increase in overall conversions. They were also able to decrease the cost per acquisition (CPA) by 49%.

**StackAdapt Success Story**
Reflect Digital’s team worked closely with the StackAdapt Creative Studio to build custom HTML5 ads tailored to the Opayo campaign, which added an element of excitement to their landing pages.

**Conclusion**
Reflect Digital was able to drive quality site traffic and keep costs low through their programmatic efforts. They were able to achieve a higher CPA efficiency than their paid search efforts and increase exposure to in-app and desktop landing pages.

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