Background

Randall Reilly delivers unique data and insights that align the buyers and sellers who drive the nation’s economy. They help clients create and grow better relationships with their customers, gain better insights on market and buyer behaviors, and deliver better results in top-line growth, both right away and ongoing.

Leveraging CRM Lists on StackAdapt

Randall Reilly has faced the challenge of scaling their 1st-party data lists because their target audience is so niche. Using StackAdapt’s Audience Lookalike Expansion feature with their CRM list uploads allowed them to reach additional users that were not in their initial list. Leveraging CTVs to retarget users who completed a video view, pushing them further down the funnel, and retargeting on another channel—all while measuring view-through conversions in reporting.

Expanding Their Offering With Connected TV

StackAdapt allowed Randall Reilly to run connected TV (CTV) campaigns, using their CRM lists. Using the in-platform CRM onboarding, powered by LiveRamp, they were able to target CRM lists across all channels in a comprehensive multi-channel strategy. They leveraged CTV to retarget users who completed a video view, pushing them further down the funnel, and retargeting on another channel—all while measuring view-through conversions in reporting.

Trey Byers, Director of Digital Marketing, Randall Reilly

“We really enjoy using the CRM upload feature on StackAdapt because we’re able to upload and use our 1st-party data really quickly,” says Trey Byers, Director of Digital Marketing at Randall Reilly. “Not to mention, the match rates we get on StackAdapt are the highest that we get anywhere. Having a partner like StackAdapt that delivers such high match rates makes our campaigns more powerful, and gives us the confidence that our clients are reaching their full potential and not just a small percentage of that audience.”

Running multi-channel campaigns on native, display, video, connected TV, and audio on StackAdapt, while seamlessly targeting our CRM data is really powerful, especially to have all these capabilities in one platform. Anytime there’s a new channel available on StackAdapt, it’s an easy process to add it into the suite of channels in our client offering, which helps us stay relevant. 

— Trey Byers, Director of Digital Marketing, Randall Reilly

After seeing the success from their multi-channel campaigns, Randall Reilly is looking forward to staying on top of new offerings and solutions from StackAdapt, such as the platform’s footfall attribution studies, since store visits are important to dealers in the trucking and construction space. StackAdapt’s product offerings and new releases continue to equip Randall Reilly with a competitive service amidst other agencies in the digital marketing space.

Reach out to your StackAdapt Representative to get started.

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