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 who were not in their initial list.

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.

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

“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.”

— Trey Byers, Director of Digital Marketing, Randall Reilly

With the cookieless world that's coming, it's both stressful for us, but also really exciting because we're positioned really strongly to take full advantage of that with our 1st-party data lists. We've been using our own data and our on-site data for so long, that the ability to leverage that data and still be able to reach our audience is really powerful.

— Trey Byers, Director of Digital Marketing, Randall Reilly

Summary

Soon after Randall Reilly first tested StackAdapt with native advertising, they began using the platform to target users on other channels, leveraging their 1st-party data lists for various agriculture, construction, and equipment clients. They now leverage machine learning capabilities within StackAdapt to create lookalikes of CRM lists and increase their exposure to their niche audiences with strategic retargeting tactics.

We sat down with Trey Byers, Director of Digital Marketing at Randall Reilly, to learn more about his story and experience with StackAdapt.

Reach out to your StackAdapt Representative to get started.

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