Realtime Agency partnered with StackAdapt to tackle their client’s challenges with a previous DSP and help them boost overall brand awareness in their campaign. Leveraging ABM targeting with specific account lists, they swiftly launched and optimized towards clicks. The results were impressive with a 77% reduction in cost per click (CPC) compared to their previous DSP. This was attributed to deeper data insights and quick audience implementation through StackAdapt.

**Summary**

We saw a 77% reduction in cost per click, driven by StackAdapt’s data insights and quick audience implementation. Our campaigns now hit the mark efficiently, ensuring our client’s message resonates with precision. This platform significantly impacted our ROI, and we’re thrilled with the results.
– Mason Allen, Senior Programmatic Analyst at Realtime Agency

Realtime Agency is a London and Denver based digital marketing agency. They offer a full-funnel approach to digital marketing. They are a digital marketing agency focused on performance.

**Strategy**

Realtime Agency’s campaign focused on ABM targeting with specific account lists, ensuring a quick launch and optimization for clicks.

**StackAdapt ABM Targeting and Measurement**

Leveraging this unique technology from StackAdapt, Realtime Agency set out to tailor their campaigns to specific accounts for more personalized and effective outreach.

**Optimization for Clicks**

Focus on a dynamic program by refining the campaign for click-throughs, ensuring messages resonate with the audience.

**Audience Activation**

Leverage quick audience engagements for broader audience population with StackAdapt’s ABM campaigns, quickly launching, and continuously engaging.

**Execution**

Through StackAdapt’s ABM targeting and measurement, Realtime Agency utilized specific account lists for the campaign. This precision ensured the campaigns reached a highly relevant audience, resulting in elevated engagement and conversions.

**Custom Targeting**

Throughout the campaign, targeting parameters were continuously adjusted based on audience behavior and performance, ensuring maximum engagement.

**StackAdapt Insights**

StackAdapt’s transparent reporting provided crucial insights in real-time, enabling prompt adjustments and optimization for optimal campaign performances.

**Quick Campaign Flights**

The quick audience population in StackAdapt allowed for rapid campaign launches, delivering timely messaging to a captive audience.

**Reach Out to the StackAdapt Team**

Reach out to the StackAdapt team for more information.