Reflect Digital's client, Opayo, was looking to increase their B2B conversions. Focusing on relevant UK domains such as technology and computing, Reflect Digital decided to launch programmatic ads as a new channel through the StackAdapt platform. To drive new conversions at a competitive CPA and low costs, a scalable hyper-relevant targeting strategy with frequency caps was recommended. The strategy was driven by global 3rd-party B2B segment providers eXelate and Bombora to bring users back to the site to complete a conversion.

### Execution
Reflect Digital leveraged a site visitor audience collected from Opayo's website and Retargeting campaigns, as well as leveraging Intersection Audiences, 3rd-party B2B segments (decision makers, C-suite, Directors) to target users. To generate new conversions at a competitive CPA and while keeping costs low, Reflect Digital recommended a scalable hyper-relevant targeting strategy with frequency caps. Frequency caps were used in order to control the ad exposure at the campaign and creative levels. By implementing frequency caps such as 3 exposures per day per tactic, Reflect Digital was able to drive quality site traffic and keep costs low as they beat their CPA performance benchmarks.

### Results
- **15,622** Clicks
- **0.13%** CTR
- **0.7%** Conversion Rate
- **$1.25** CPA
- **+$49%** CPA efficiency

Through this strategy, Reflect Digital was able to drive quality site traffic and keep costs low as they beat their CPA performance benchmarks. The scalable hyper-relevant targeting strategy with frequency caps allowed Reflect Digital to achieve a higher conversion rate for their client than ever before, and the campaign continues to increase performance with new channel opportunities for their clients.

The StackAdapt team was a huge help when it came to bringing ideas to life, putting us in touch with our partners and helping us to overcome typical barriers like large financial commitments. Programmatic has been an avenue we've looked at in the past, but have come up against typical barriers like large financial commitments. StackAdapt's no commitment requirements for clients have been massively impactful and our conversion volume is up by 49%.

Reflect Digital was able to limit creative fatigue, minimise media cost waste and ensure a good user experience. Hot Spot ads were highest, and 3rd-party B2B segments (decision makers, C-suite, Directors) were added to the funnel with Social Retargeting. Opayo saw an opportunity to push users further down the funnel with Social and Facebook to further amplify their lower-funnel tactics.

### Summary
Opayo's campaign saw increased results within the first month of launching thanks to Reflect Digital's scalable hyper-relevant targeting strategy. Through this strategy, Reflect Digital was able to drive quality site traffic and keep costs low as they beat their CPA performance benchmarks. The campaign continues to increase performance with new channel opportunities for their clients.

### Challenge
Reflect Digital had to go from traditional creatives to more interactive HTML5 ads with animations. To learn more about these custom units, reach out to your StackAdapt Representative.

### Strategy
- **Prepping** responsive creatives means Optimus HTML5 ads can make life much easier.
- **Preparing** a scalable strategy that maximises budget through frequency caps.
- **Targeting** includes site visitor audience along with a behavioural and matched audience.
- **Creative** includes video ads, display format and animations.

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