The Ad Agency makes a connection with car buyers

The Ad Agency connected TV for a test drive and discovered valuable customer journey opportunities on the open road.

The Test Drive: The Ad Agency piloted the potential of connected TV (CTV) to deliver on the promise of completion and immediacy while achieving a desirable eCPM.

The Ad Agency leveraged StackAdapt's Custom Segments, retargeting and prospecting tactics to build prospects who visited the Stivers Decatur Subaru website.

<table>
<thead>
<tr>
<th>CTV Completion Rate</th>
<th>eCPM</th>
<th>Viewability CTV</th>
</tr>
</thead>
<tbody>
<tr>
<td>96.1%</td>
<td>$34.28</td>
<td>50%</td>
</tr>
<tr>
<td>97.8%</td>
<td>$33.37</td>
<td></td>
</tr>
</tbody>
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The Ad Agency took connected TV for a test drive and discovered valuable customer journey opportunities on the open road.

CTV Completion Rate 96.1% Custom Segment 97.8% 

eCPM $34.28 $33.37

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<th>Viewability CTV</th>
<th>50%</th>
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The Ad Agency leveraged StackAdapt's custom audiences to pool together users actively consuming content related to automobiles as an upper funnel tactic and content related to Subaru as a lower funnel tactic.

1. The Ad Agency placed a retargeting pixel on the Stivers Decatur Subaru website and identified visitors in the Atlanta geo with a connected TV device and retargeted them with CTV ads.

2. The Ad Agency also mapped unique IP addresses from CTV impressions to track if the individual accessed a desktop or mobile device on the same IP address to visit the website.

3. Of the approximately 45,000 households that regularly use CTV within the Atlanta area, Silver Subaru targeted and served ads to 16% of those households through StackAdapt.

The Ad Agency used StackAdapt's connected TV offering to deliver on the promise of completion and viewability rates while achieving a desirable eCPM.

The Test Drive: The Ad Agency tested the potential of connected TV (CTV) to deliver on the promise of completion and immediacy while achieving a desirable eCPM.

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Goal

Self-versed traditional TV advertising, Stivers Decatur Subaru and The Ad Agency envisioned drive innovatively using connected TV. The goal was to leverage the proven power of the Silver Subaru Subaru website by serving CTV impressions and scalable to a scale.

Execution

Self-versed traditional TV advertising, Stivers Decatur Subaru and The Ad Agency envisioned drive innovatively using connected TV. The goal was to leverage the proven power of the Silver Subaru Subaru website by serving CTV impressions and scalable to a scale.

The Ad Agency leveraged StackAdapt's Custom Segments, retargeting and prospecting tactics to build prospects who visited the Stivers Decatur Subaru website.

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<th>The Client</th>
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<tbody>
<tr>
<td>Stivers Decatur Subaru — Your Atlanta Area Subaru Dealer</td>
<td>Stivers Decatur Subaru offers searchable online inventory of new 2019 Subaru cars in Atlanta, along with well-maintained used cars from today's top manufacturers.</td>
</tr>
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Connected TV proved to be an innovative means of reaching a highly relevant audience at an eCPM of less than $35 for The Ad Agency, while maintaining a 50% VCR throughout the campaign.

Result

Connected TV proved to be an innovative means of reaching a highly relevant audience at an eCPM of less than $35 for The Ad Agency, while maintaining a 50% VCR throughout the campaign.

Contact your StackAdapt Representative to get started.

The Ad Agency — 500 - 210 King St. East, Toronto ON M5A 1J7
stackadapt.com
info@stackadapt.com

Bryan Osborn
VP Digital Client Development, The Ad Agency

The Ad Agency

We wanted to offer something unique for our client, and based on what we were trying to achieve with the campaign, working with StackAdapt's custom audiences was a perfect fit. The campaign achieved results beyond our expectations and this channel has opened up a number of campaign possibilities for our agency and our clients.

— Bryan Osborn
VP Digital Client Development, The Ad Agency