The Agency

The Ad Agency is a full-service advertising and marketing agency known for their personal bottom line approach, smart creative work, and outstanding results. The team is dedicated to helping reveal, develop and strategize marketing plans to maximize budget and return on investment.

Stivers has a skilled and knowledgeable sales staff with many years of experience satisfying their customers' needs. Located just outside of Atlanta, they serve Decatur, Lithonia, Tucker and Stone Mountain, GA. 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.

The Client

Stivers Decatur Subaru — Your Atlanta Area Subaru Dealer

Well-versed in traditional TV advertising, Stivers Decatur Subaru and The Ad Agency wanted to drive innovation by using connected TV. The goal was to increase prospect traffic to the Stivers Decatur Subaru website by serving a CTV impression and matching it to a site visit.

The Ad Agency leveraged StackAdapt’s Custom Segments, retargeting and geotargeting tactics to track prospects who visited the Stivers Decatur Subaru website.

Goal

The Ad Agency Makes a Connection with Car Buyers

We wanted to offer something unique for our client, and based on what we were trying to achieve with the campaign, working with StackAdapt seemed like a great 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

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 98% VCR throughout the campaign.

<table>
<thead>
<tr>
<th>CTV Completion Rate</th>
<th>eCPM</th>
<th>Viewability CTV</th>
</tr>
</thead>
<tbody>
<tr>
<td>98.8%</td>
<td>$44.26</td>
<td>100%</td>
</tr>
<tr>
<td>97.8%</td>
<td>$33.37</td>
<td>100%</td>
</tr>
</tbody>
</table>

Execution

The Ad Agency leveraged StackAdapt’s Custom Segments, emerging and geotargeting tactics to track prospects who visited the Stivers Decatur Subaru website.

1. The Ad Agency created StackAdapt’s custom branded creative and served it to a highly relevant audience consuming content related to automobiles as an upper funnel tactic.
2. 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.
3. The Ad Agency also mapped unique IP addresses from the CTV impressions to track if the individual accessed a desktop or mobile device on the same IP address to visit the website.

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.

StackAdapt

Contact your StackAdapt Representative to get started.