The Variable was seeking a programmatic partner that could complement their full-funnel approach to digital execution on StackAdapt. They wanted a partner that could drive high-value leads through effective ad creative and optimize their campaigns mid-flight by leveraging an attribution partner's solution. The Variable leveraged StackAdapt's Conversion Journey Tool to de-duplicate conversions and analyze drivers at each stage of the funnel. They strategically targeted users with brand drivers at each stage of the funnel. The Variable also used Lookalike Targeting to expand user reach and target an incremental audience, The Variable created a lookalike audience off of on-site conversion events, such as the “apply now” button. This enabled them to reach users who had completed a specific action, such as filling out a form or signing up for a newsletter.

The Variable implemented a sequential retargeting strategy for their mid- and low-funnel tactics, targeting users with a specific credit credential. They set up a sequential retargeting strategy for their mid- and low-funnel tactics, tracking users from the beginning of the campaign all the way to last touch. They used StackAdapt's Conversion Journey Tool, which provided them with the ability to see the entire user journey as a whole, in addition to their attribution and nitty gritty measurement.

The Variable leveraged custom browsing-based audiences to capture users consuming content related to personal loans or life events, and layered on 3rd-party segments to intersect audiences. They were able to attribute 80% of view-through conversions from their display campaigns to StackAdapt, and saw an increase in site visits, site engagement and online conversions for their financial services client.

The Variable drove the following results for their financial services client: a 50% increase in online conversion rates, driven on-site and generated an outstanding in-store store traffic that was much higher compared to before they launched campaigns to StackAdapt, and saw an increase in site visits, site engagement and online conversions for their financial services client.

The Variable's full-funnel approach to digital advertising enabled them to drive high-value leads through effective ad creative and optimize their campaigns mid-flight by leveraging an attribution partner's solution. The Variable leveraged StackAdapt's Conversion Journey Tool, which provided them with the ability to see the entire user journey as a whole, in addition to their attribution and nitty gritty measurement.

Jo Joslin, Senior Media Planner at The Variable, says, "Our partnership has helped our agency think more broadly and in more of a holistic user experience, instead of focusing solely on conversion metrics." She adds, "StackAdapt has really helped our team look at the customer journey as a whole, and I think that StackAdapt is doing just that." She concludes, "It’s important to work with a partner who is already thinking 5 steps ahead, and I think that StackAdapt is doing just that."