The Variable was seeking a programmatic partner that could help them drive meaningful online-to-offline results for their financial services client. They needed a partner that could activate competitive video and remarketing in their client’s campaign to drive increased visits and conversions. The goal was to achieve 80% of conversions on-site, and they were targeting a $2.00 cost-per-visit (CPV) as a cost of acquisition. The Variable leveraged StackAdapt’s Campaign Manager to launch their full-funnel campaign, including strategies to reach users through brand awareness messaging through over-the-top (OTT) and video, while driving low-funnel actionable messaging through display and search advertising.

The Variable needed to target a niche audience online, and drive these users to visit brick and mortar stores, during a challenging period of store closures. The Strategy section describes some strategies that The Variable implemented to reach their target audience and strategies to reach users through brand awareness and low-funnel actionable messaging.

### Challenge

The Variable's full-funnel approach to digital advertising was aimed at improving meaningful online-to-offline results for their financial services client. They needed a partner that could activate competitive video and remarketing in their client’s campaign to drive increased visits and conversions. The goal was to achieve 80% of conversions on-site, and they were targeting a $2.00 cost-per-visit (CPV) as a cost of acquisition. The Variable leveraged StackAdapt’s Campaign Manager to launch their full-funnel campaign, including strategies to reach users through brand awareness messaging through over-the-top (OTT) and video, while driving low-funnel actionable messaging through display and search advertising.

### Strategy

To ensure key users were reached, The Variable implemented targeted tactics with buyer-relevant storytelling. They leveraged StackAdapt’s Conversion Journey Tool to optimize their campaigns mid-flight by leveraging an attribution partner’s solution to the lower funnel with the Conversion Journey tool on StackAdapt. They actively tracked performance from their upper-funnel tactics, all the way down to site visits, to optimize campaigns. The Variable set up a sequential retargeting strategy for their mid- and low-funnel tactics to ensure they were reaching their niche audience.

### Execution

The Variable’s full-funnel approach to digital advertising substantially improved meaningful online-to-offline results for their financial services client. They achieved an 80% view-through conversion rate on-site with low-funnel actionable messaging through display advertising, driving unprecedented incremental store traffic that was much higher compared to before they started using the platform.

### Results

#### Foot Traffic Attribution

- **Cost Per In-Store Visit**: $0.16%  
- **Display CTR**: n/a  
- **CVR**: n/a  
- **Cost Per Acquisition (CPA)**: $14  
- **eCPA**: n/a  
- **Display Average Time on Site**: 30 seconds  
- **Cost Per Impression (CPI)**: $1.15  
- **Impressions**: 15,437,000  
- **Real Time Bidding (RTB)**: 2,064  
- **Unique Site Visits**: 793,000

The Variable's full-funnel approach to digital advertising substantially improved meaningful online-to-offline results for their financial services client. They achieved an 80% view-through conversion rate on-site with low-funnel actionable messaging through display advertising, driving unprecedented incremental store traffic that was much higher compared to before they started using the platform. The Variable leveraged StackAdapt’s Campaign Manager to launch their full-funnel campaign, including strategies to reach users through brand awareness messaging through OTT and video, while driving low-funnel actionable messaging through display and search advertising. The Variable's full-funnel approach to digital advertising substantially improved meaningful online-to-offline results for their financial services client. They achieved an 80% view-through conversion rate on-site with low-funnel actionable messaging through display advertising, driving unprecedented incremental store traffic that was much higher compared to before they started using the platform.

The Variable's full-funnel approach to digital advertising substantially improved meaningful online-to-offline results for their financial services client. They achieved an 80% view-through conversion rate on-site with low-funnel actionable messaging through display advertising, driving unprecedented incremental store traffic that was much higher compared to before they started using the platform.

### Contact

Contact your StackAdapt Representative to get started.