

Success Story

Vectra Bank Helps Small **Businesses During Uncertain Times**



Summary

Vectra Bank (through ThomasARTS) worked to drive and sustain awareness for their Paycheck Protection Program (PPP) offering using cross-channel retargeting. With the inclusion of connected TV (CTV) in their strategy, Vectra Bank was able to successfully retarget small business professionals throughout their day sequentially and generate over 2.5 million impressions throughout the campaign.

Background



accelerating the growth of brands through strategy, creativity, engagement and technology, delivering the right message to the right person—in the right way and at the right time.

ThomasARTS is a data-driven performance agency



by using their knowledge to help their clients discover opportunities to grow. As a division of Zions Bancorporation, N.A., Vectra offers every client a broad reach and depth of resources.

Vectra Bank aims to practice proactive relationship banking



Media Buyer at ThomasARTS

Jennie Anderson

77 The 2020 pandemic brought a host of new challenges for

everyone and banking was no exception. On the heels of their successful Federal PPP loan program, ThomasARTS and Vectra Bank were looking to plan and execute a testimonial campaign to generate brand awareness and new accounts. With StackAdapt's platform and support, Vectra Bank was able to successfully execute a 6-week campaign and capture the part of the market share needed."

Challenge

looking to run a campaign that would reach the greatest number of businesses to help promote their services through compelling testimonial creatives built during the course of a global pandemic.

With a very short timeline on hand, Vectra Bank was

Strategy

worked with StackAdapt to come up with a multi-channel approach to maximize reach of their target audience of small businesses. With three main channels in mind, the team strategized to leverage the following:

competitors, in order to gain and sustain awareness for this campaign, ThomasARTS

Because Vectra Bank does not have the size and market share of its larger



With CTV, Vectra Bank wanted to sustain awareness by retargeting small business professionals that saw a display ad earlier that day. In addition, Vectra

Connected TV

Bank looked to increase awareness using a variety of StackAdapt Interest and Intent data, along with segments from the extensive 3rd-party catalogue. Video

With the ease of cross-channel retargeting, Vectra Bank saw an opportunity to



retarget users who had previously been exposed to a display ad earlier that day. As prospecting was still of importance, ThomasARTS was able to browse and

another channel.

select segments that fit the target market, using a combination of behavioural and intent segments targeting small business owners. **Display** Telling a message cross-channel has never been easier, and ThomasARTS used

their expertise to track users who saw a display ad and later retargeted them on

ThomasARTS utilized the StackAdapt platform to browse an array of segments zeroing

Execution

with CTV, video, and display, from the original strategy. **Sequential Messaging Cross-Device** Impression Retargeting Retargeting Vectra Bank used various StackAdapt's ease of use

in on their prospective consumers, and tracked those impressions across devices to

ThomasARTS was able to collect users who viewed a display ad and retarget them

retarget and sustain awareness. Using StackAdapt's cross-device capabilities,

seamlessly set up impression tracking.

allowed ThomasARTS to

Results

told a story.

click (CPC).

Clicks

24,200

2,500,000

creative messaging across

formats to ensure they

times in the day using cross-device retargeting.

Vectra Bank was able to

expose messaging to

consumers at different

ThomasARTS was able to increase and sustain awareness through CTV, achieving 98% video completion per completed view (CPCV) of \$0.03 between both channels. The impression retargeting tactic was most

rate (VCR) and video achieving 72% VCR, with low cost

effective driving 1.5x more clicks and the lowest cost per

In summary, ThomasARTS achieved the following results:



Unique Impressions



Vectra Bank and ThomasARTS have been utilizing StackAdapt

Viewability 88%

0.16%

CTR



75

for over 2.5 years," says Jennie Anderson, Media Buyer at **ThomasARTS.** "They have grown to be the preferred DSP of ThomasARTS media buyers because of their broad selection of placements and it's ongoing improvement of providing the best opportunities for planning, targeting, optimizing, and reporting."



Contact your StackAdapt Representative to get started.