**Results**

<table>
<thead>
<tr>
<th>Impressions</th>
<th>Clicks</th>
<th>CPC</th>
<th>Video Viewability</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,500,000</td>
<td>24,200</td>
<td>$0.09</td>
<td>88%</td>
</tr>
</tbody>
</table>

In summary, ThomasARTS achieved the following results:

- Unique Impressions: 2,500,000
- Clicks: 24,200
- CPC: $0.09
- Viewability: 88%

**Contact your StackAdapt Representative to get started.**

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**Background**

ThomasARTS is a data-driven performance agency specializing in the growth of brands and campaigns. Their expertise in creativity, engagement and technology deliver the right message in the right place at the right time.

**Strategy**

ThomasARTS strategically planned and executed a comprehensive digital marketing campaign, leveraging CTV, display advertising, and video to retarget users and sustain awareness. They leveraged StackAdapt’s cross-device capabilities to ensure messaging reached their target audience of small businesses. With three main channels in mind, the team worked with StackAdapt to craft a multi-channel approach to maximize reach and influence.

**Challenge**

Because Vectra Bank does not have the size and market share of its larger competitors, in order to gain and sustain awareness for this campaign, ThomasARTS worked with StackAdapt to come up with a multi-channel approach to maximize reach and influence. With three main channels in mind, they strategized to leverage the following:

- **Connected TV**: Vectra Bank wanted to sustain awareness by integrating small business professionals throughout the day, allowing ThomasARTS to leverage StackAdapt's ease of use to seamlessly set up impressions and retarget users who had previously been exposed to a display ad earlier that day.
- **Display**: ThomasARTS was able to leverage Cross-Device Retargeting to retarget users who had previously been exposed to a display ad earlier that day. In addition, Vectra Bank looked to increase awareness using a variety of StackAdapt Interest and intent segments targeting small business owners.
- **Video**: Vectra Bank wanted to sustain awareness by retargeting small business professionals throughout their day sequentially and generate over 2.5 million impressions successfully retargeting small business professionals throughout an extended 67-day campaign and generating over 2.3 million impressions throughout the entire campaign.

**Summary**

In summary, ThomasARTS achieved the following results:

- CPC: $0.09 effective driving 1.5x more clicks and the lowest cost per click (CPC).
- Video Viewability: 88%.
- Unique Impressions: 2,500,000
- Clicks: 24,200

ThomasARTS was able to increase and sustain awareness throughout CTV and display advertising, achieving 98% video completion rates (VCR) and video achieving 72% VCR, with low cost per thousand (CPM) of $0.16.

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