Zions Bank Achieves Incremental Reach Through CTV Retargeting

Summary
In an awareness campaign for Zions Bank, ThomasARTS worked with StackAdapt to gain incremental reach for their clients’ Home Equity Credit Line offering by retargeting from connected TV (CTV) for the first time. This enabled Zions Bank to effectively target homeowners, leading to a 0.15% CTR and 90% viewability throughout this campaign.

Background
ThomasARTS is a data-driven performance agency committed to helping brands connect with their audiences. StackAdapt is a programmatic advertising platform that helps advertisers achieve their media objectives. Zions Bank is one of the oldest financial institutions in the Intermountain West, bringing 140 years of history behind every transaction and community investment. Additionally, Zions Bank provides financial resources, wealth management solutions, mortgage services, and more.

Cash Meyerhoffer
Media Director at ThomasARTS

CTV and StackAdapt’s ability to consistently drive impressions through impression and click retargeting has helped us achieve quality retargeting efforts when we’ve been unable to do so in the past.”

Challenge
ThomasARTS was looking to drive users to sign up for a Home Equity Line of Credit for their client, Zions Bank.

Strategy
To achieve the goals for their campaign, ThomasARTS planned with StackAdapt to leverage CTV, video, and display channels in their prospecting and retargeting efforts to reach relevant audiences.

Connected TV
To help Zions Bank meet their goal of reaching users who consumed news content through over-the-top (OTT) media, ThomasARTS worked with StackAdapt to build custom deals to access local news stations in Idaho and Utah prior to launching their campaign.

Video
With easy access to audience catalogs, ThomasARTS was able to browse and select segments that fit the target market, using a combination of behavior and intent segments targeting users who were homeowners and interested in DIY.

Display
Because scaling their message cross-channel was important, ThomasARTS used their expertise to track users who completed viewing either a CTV or video asset, along with retargeting users who clicked on a display ad.

Execution
Using StackAdapt’s audience-acquisition capabilities, ThomasARTS created a user journey to reach their target audience at multiple touchpoints throughout the day. Device-level targeting allowed Zions Bank to push consumers down the marketing funnel using the following tactics:

- Custom PMP Deals
  Utilizing Private Marketplace deals for CTV, ThomasARTS was able to reach audiences through placements on highly relevant content.

- CTV Retargeting
  ThomasARTS collected retargeting audiences based on CTV ad viewership to follow up with display.

- Display Retargeting
  To push users further down the funnel, ThomasARTS retargeted users who previously engaged with display units.

Results
Within a short flight duration, ThomasARTS increased incremental reach by over 50,000 users through CTV, sustained awareness through video while maintaining a low CPCV, and drove qualified users into the lower funnel to be retargeted through display advertising tactics.

For this campaign, ThomasARTS achieved the following results:

- Clicks: 21,197
- CTR: 0.15%
- Unique Impressions: 727,570
- Viewability: 90%

Contact your StackAdapt Representative to get started.