Confronted with a challenge of unqualified leads within Google’s Display & Video 360, Trustworthy Digital switched to StackAdapt. In just a month, they reported a drastic increase in lead quality and transparency in reporting. By deploying solutions like domain lists for precision, and Forecasting for match rate tracking, the campaign achieved heightened efficacy.

**Results**

<table>
<thead>
<tr>
<th>Impressions</th>
<th>10.6 M</th>
</tr>
</thead>
<tbody>
<tr>
<td>eCPM</td>
<td>$6.31</td>
</tr>
<tr>
<td>Conversion rate (CVR)</td>
<td>7.05%</td>
</tr>
</tbody>
</table>

**Summary**

Trustworthy Digital’s shift to StackAdapt’s solutions yielded great results. In just a month, we experienced a significant leap in lead quality and reporting transparency. Utilizing domain lists and Forecasting capabilities, our campaign generated 459 conversions with a 7.05% CVR. This combination of tactics conquered our lead quality and transparency objectives.

Brandon K. Jones, CEO, Trustworthy Digital

Trustworthy Digital is a full-service digital advertising and analytics agency focused on delivering industry-leading results with integrity, honesty, and reliability.

**Challenge**

StackAdapt’s domain list and Forecasting solutions were used to refine audience targeting. This approach is possible using pre-generated groups in real-time, and optimal lists for cost-effective engagement. The result was a focused lead quality and transparent campaign outcomes.

**Strategy**

Details:
- **Domain Lists**
  - Leverage domain lists to curate a refined audience, ensuring each lead comes from a reputable source. This, in turn, ensured we eliminated the risk of unqualified leads.
- **Forecasting**
  - Utilize Forecasting in StackAdapt to meticulously track match rates that lead to informed decisions based on projections and reduce uncertainty.

**Execution**

Forecasting was utilized to identify target audiences, and this strategy resulted in conversions at 7.05% CVR. Bid optimizations were leveraged to allow the campaign to perform at its optimum, resulting in $43.90 eCPE. This targeted execution minimized unqualified leads and maximized results.

**Outcomes**

Reach out to the StackAdapt team for more information.