

# Racing Past Campaign Goals and Boosting Brand Awareness

In this Convenience Store (C-Store) awareness campaign for RaceTrac, Vert Digital used Custom Segments and CRM Lookalike Audiences to effectively target users with high-quality video creatives, and keep this convenience store chain top of mind.

 **4,558,085**  
Impressions

 **\$0.02**  
eCPCV

 **76.04%**  
Completion Rate

 **3,090,358**  
Video Views



*Adding StackAdapt into our media mix has allowed us to tap into audiences that we would have missed had we not. With the ability to leverage a lookalike of our CRM list, we were able to serve to the perfect audience that had not yet been exposed to RaceTrac. Since this campaign, we've continued to work the StackAdapt team to generate stronger brand awareness for RaceTrac. The clients were thrilled with not only the completion rate, but the efficiency of the completed views as well.*

— **Veronica Ulicny**

*Digital Media Planner, Vert Digital*

## The Agency



Since Vert Digital's founding in 2009, it has remained a full-fledged, full-service digital agency that is passionate about experiences—not just good-looking ads or efficient CPCs. Vert Digital is obsessed with the journey from impression to conversion and is made up of functional teams with world-class expertise in digital media, digital brand strategy, digital design, full-stack development, analytics, and CRM. Committed to discovery and innovation, Vert Digital is dedicated to doing things differently.

## The Client



Headquartered in Atlanta, Georgia, family-owned RaceTrac has been serving guests since 1934 and now operates over 550 convenience store locations in the Southeast. While operating under its mission of making people's lives simpler and more enjoyable, RaceTrac stores offer guests an affordable one-stop-shop featuring a wide selection of food and beverage favourites, as well as Swirl World frozen desserts, freshly ground, freshly brewed coffee and competitively-priced fuel.

## Goal

Vert Digital had an overall goal of over 60% completion rate for their video creative and a \$0.03 eCPCV. The campaign was intended to build RaceTrac's brand awareness, and keep it top-of-mind for consumers by delivering their brand message, "Whatever Gets You Going." Additionally, Vert was looking to serve RaceTrac's "Whatever Gets You Going" video messaging to people who frequently shop at competitive QSRs, c-stores, and gas stations.

## Execution

In this campaign, Vert Digital utilized a number of tactics including Custom Segments for targeting "Value Shoppers", 3rd-party audiences to capture individuals who have recently visited a competitor QSR, c-store or gas station, and CRM Lookalike Audiences built from RaceTrac's 1st-party data. Additionally, Vert Digital used video retargeting on all users who watched 100% of the video, and later served different variations of the video creative for more brand recall.

## Result

StackAdapt was able to deliver over 4 million impressions, over 3 million video views, a \$0.02 eCPCV, and an average completion rate of 76.04% on all video creatives.

StackAdapt

Contact your StackAdapt Representative to get started.