

StackAdapt Client Feature

Randall Reilly Matches With StackAdapt for 1st-Party Data Uploads



Summary

Soon after Randall Reilly first tested StackAdapt with native advertising, they began using the platform to target users on other channels, leveraging their 1st-party data lists for various agriculture, construction, and equipment clients. They now leverage the machine learning capabilities within StackAdapt to create lookalikes of CRM lists and increase their exposure to their niche audiences with strategic retargeting tactics.

We sat down with Trey Byers, Director of Digital Marketing at Randall Reilly, to learn more about his story and experience with StackAdapt.

Background



Randall Reilly delivers unique data and insights that align the buyers and sellers who drive the nation's economy. They help clients create and grow better relationships with their customers, gain better insights on market and buyer behaviours, and deliver better results in top-line growth, both right away and ongoing.

Leveraging CRM Lists on StackAdapt

Randall Reilly has faced the challenge of scaling their 1st-party data lists because their target audience is so niche. Using StackAdapt's Audience Lookalike Expansion feature with their CRM list uploads allowed them to reach additional users that were not in their initial list. Retargeting site visitors and users who engaged with their HTML5 carousel ads, added another set of interested users into their audience pool. The variety of targeting capabilities StackAdapt offers, coupled with the CRM upload match rates enabled the campaigns to scale better than any other platform.



Trey Byers

Director of Digital Marketing, Randall Reilly

“We really enjoy using the CRM upload feature on StackAdapt because we're able to upload and use our 1st-party data really quickly,” says **Trey Byers, Director of Digital Marketing at Randall Reilly**. “Not to mention, the match rates we get on StackAdapt are the highest that we get anywhere. Having a partner like StackAdapt that delivers such high match rates makes our campaigns more powerful, and gives us the confidence that our clients are reaching their full potential and not just a small percentage of that audience.”

Expanding Their Offering With Connected TV

StackAdapt allowed Randall Reilly to run connected TV (CTV) campaigns, using their CRM lists. Using the in-platform CRM onboarding, powered by LiveRamp, they were able to target CRM lists across all channels in a comprehensive multi-channel strategy. They leveraged CTV to retarget users who completed a video view, pushing them further down the funnel, and retargeting on another channel—all while measuring view-through conversions in reporting.

“Running multi-channel campaigns on native, display, video, connected TV, and audio on StackAdapt, while seamlessly targeting our CRM data is really powerful, especially to have all these capabilities in one platform. Anytime there's a new channel available on StackAdapt, it's an easy process to add it into the suite of channels in our client offering, which helps us stay relevant.”

— Trey Byers, Director of Digital Marketing, Randall Reilly

Trey Byers

Director of Digital Marketing, Randall Reilly

“With the cookieless world that's coming, it's both stressful for us, but also really exciting because we're positioned really strongly to take full advantage of that with our 1st-party data lists. We're focused on enhancing our offerings and staying on top of industry changes, and having a partner like StackAdapt that helps position ourselves ahead of the market has had a really positive impact on our offerings as well as on our team.”

After seeing the success from their multi-channel campaigns, Randall Reilly is looking forward to staying on top of new offerings and solutions from StackAdapt, such as the platform's footfall attribution studies, since store visits are important to dealers in the trucking and construction space. StackAdapt's product offerings and new releases continue to equip Randall Reilly with a competitive service amidst other agencies in the digital marketing space.