

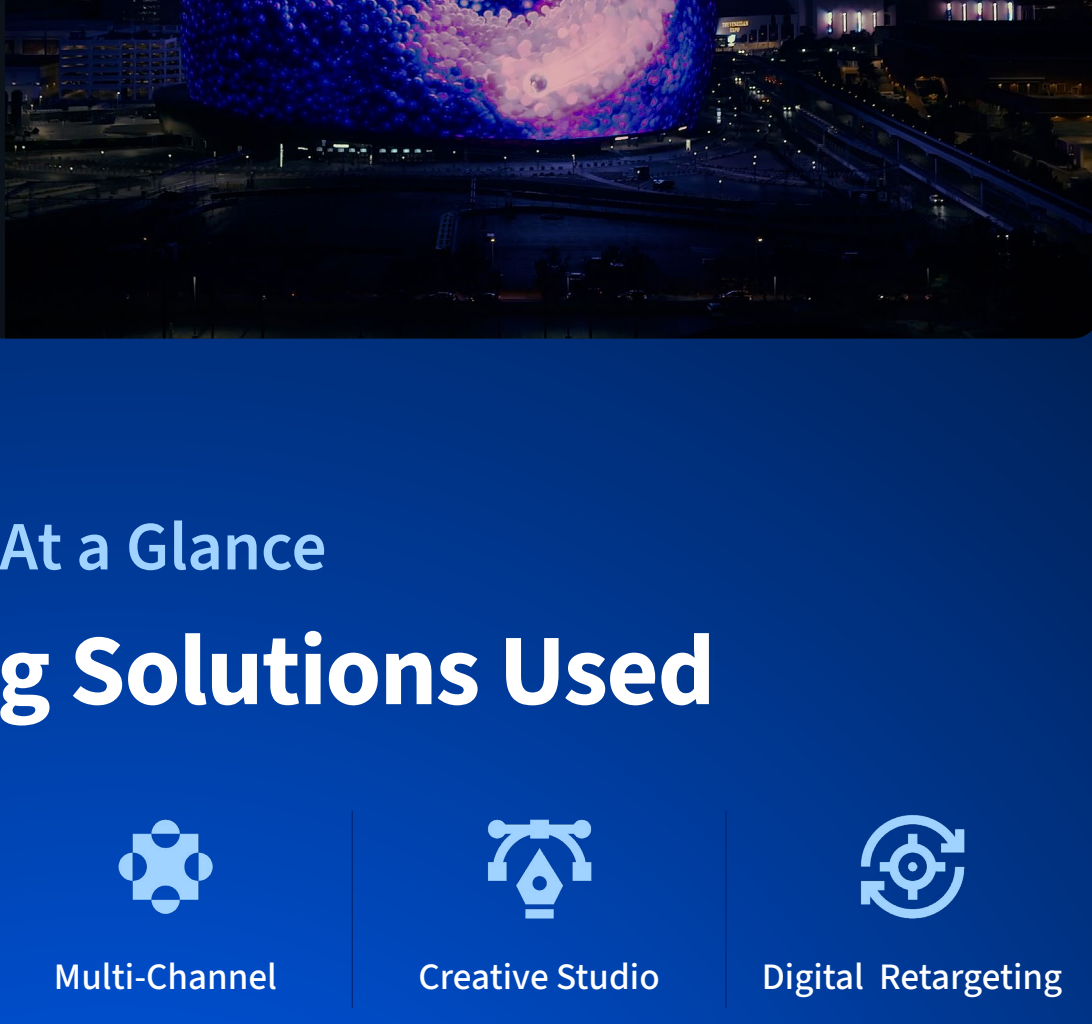
Las Vegas Sphere Takeover Delivers 25% Brand Lift at B2B Conference



After a five-year hiatus from advertising, the client partnered with StackAdapt to launch a bold brand awareness campaign and conduct **the first-ever brand lift study on the Las Vegas Sphere—the world’s largest digital screen.**

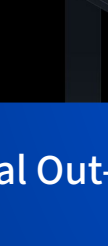
25%

As a standalone placement, the Sphere delivered a 25% positive lift in brand association, as measured by StackAdapt’s Brand Lift Study.



At a Glance

Marketing Solutions Used



ABM Targeting



Brand Lift Study



Multi-Channel

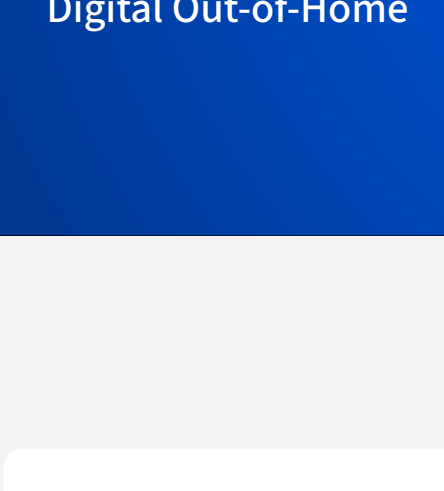


Creative Studio

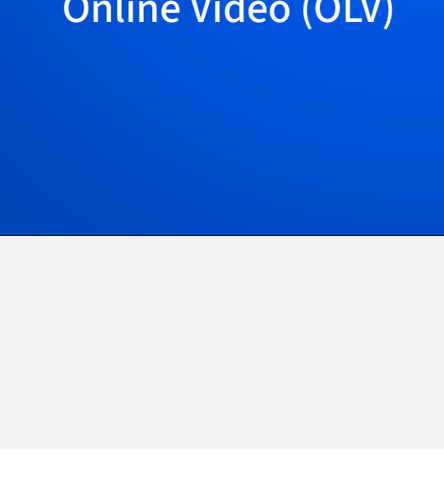


Digital Retargeting

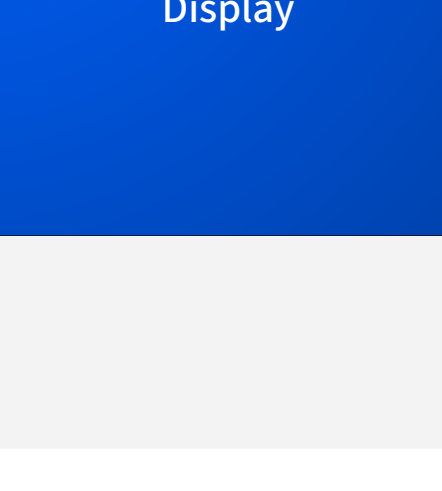
Media Channels Used



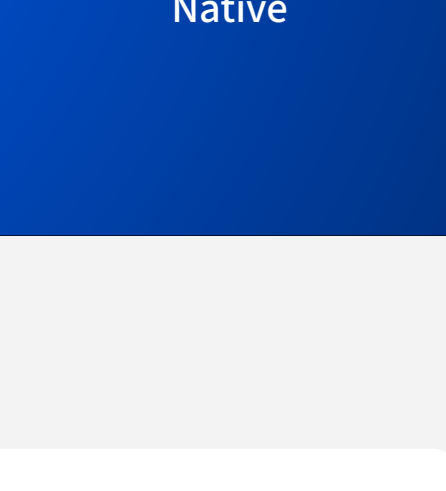
Digital Out-of-Home



Online Video (OLV)



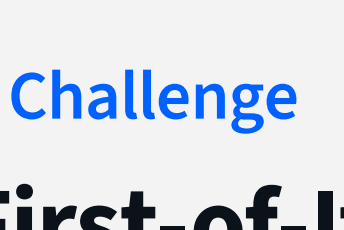
Display



Native



This client is a pioneer in cloud-based solutions. Headquartered in the United States and serving a global customer base, they have built a reputation for simplifying application development while maintaining reliability and scalability.



StackAdapt is a multi-channel advertising platform used by thousands of brands and agencies. The data-driven platform combines AI and machine learning with an intuitive user interface to drive high-performing campaigns and business outcomes.

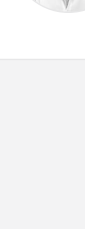
The Challenge

A First-of-Its-Kind Activation

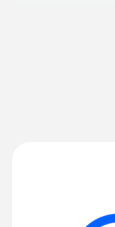
Traditional B2B advertising often plays it safe—buzzwords, generic messaging, and stock visuals that fail to leave a lasting impression. But decision-makers are people too, and they respond to bold, creative storytelling.

The client was ready to reintroduce its refreshed brand with impact. AWS re:Invent, Amazon Web Services’ annual global conference, offered the perfect stage: thousands of CTOs, CIOs, and engineers in one place. But standing out among a sea of vendors would require more than a big idea—it required big execution.

The client’s concept: take over Las Vegas, with the Sphere as the centerpiece.

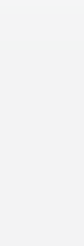


B2B marketers often overlook channels like DOOH and CTV—but these bold, human-first formats are powerful tools for emotional connection. The truth is, you’re not marketing to businesses—you’re marketing to people. When you lead with storytelling and strike that emotional chord early, every part of your marketing—brand, demand, even sales—performs better. It’s not just B2B, it’s B2H: Business to Human.



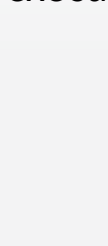
Giuseppe La Rocca
VP Enterprise, StackAdapt

Pulling this off wasn’t easy. The team faced four major challenges:



Creative and Technical Execution

The world’s largest screen demanded both creativity and precision: designing captivating creative that met the complex technical requirements of a massive, curved surface.



Cross-Channel Retargeting

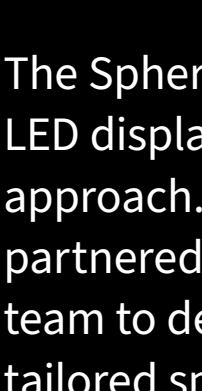
Beyond the Sphere, the team needed to connect offline exposure to online engagement—but bridging the gap between DOOH visibility and digital retargeting is notoriously difficult to execute with precision.

The Strategy

Premium Access to the World’s Most Iconic Screens

Ahead of the conference, StackAdapt set out to secure some of the most coveted DOOH placements in Las Vegas: Harmon Corner and the Las Vegas Sphere.

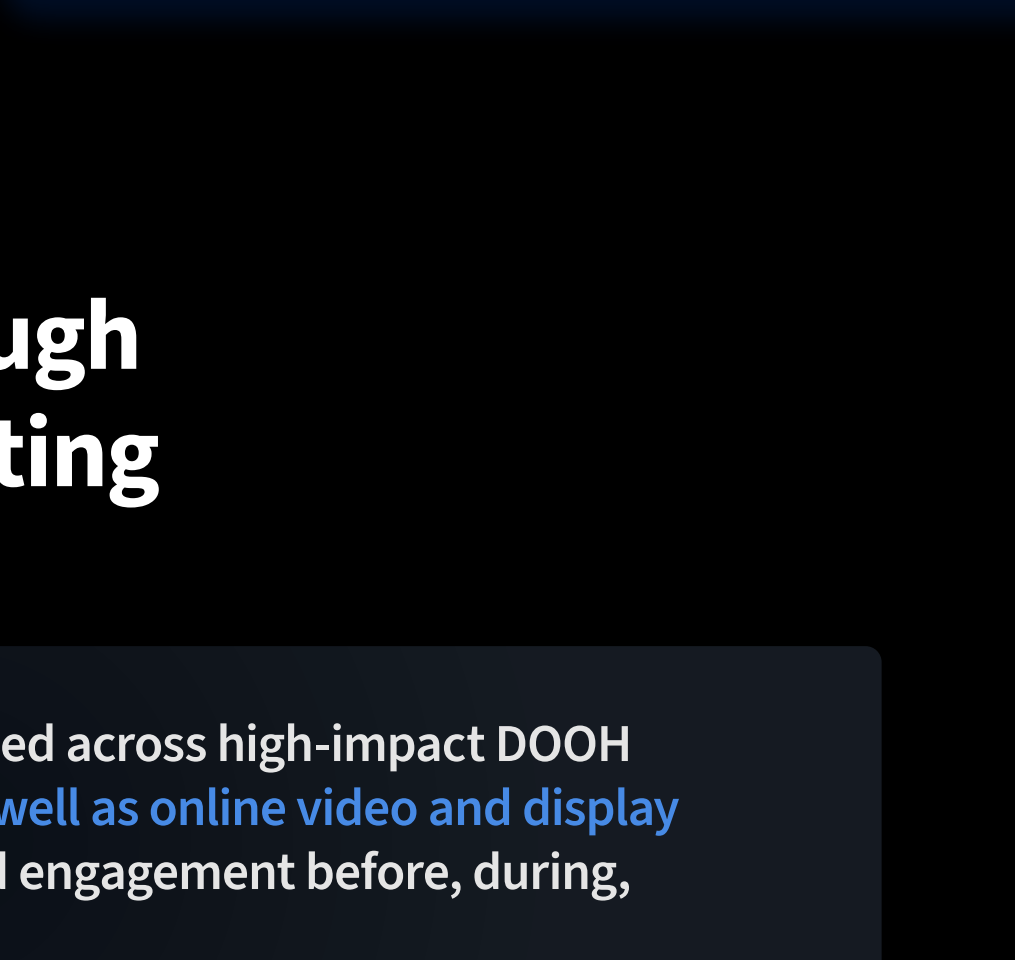
Amid fierce competition and limited availability, the team moved quickly, working with media partners to lock in premium screens along the Strip. The result: standout visibility in the city’s most high-traffic locations.



While B2B brands often play it safe, our client went bold. The Sphere’s immersive format delivered a true “wow” moment—signaling **innovation, scale, and category leadership.**

Creatives Built for Scale and Immersion

The Sphere’s curved, 580,000-square-foot LED display required a reimagined creative approach. **StackAdapt’s Creative Studio** partnered with the Sphere’s production team to design a custom 3D animation tailored specifically for the format—proving that B2B brands can lead with bold creativity and deliver a truly unforgettable experience.



Extended Impact Through Multi-Channel Retargeting

Beyond the Sphere, the campaign extended across high-impact DOOH placements **along the Las Vegas Strip, as well as online video and display ads.** The multi-channel approach ensured engagement before, during, and after the event.

All placements were managed through StackAdapt’s platform, providing control over frequency, pacing, and audience targeting. Creative Studio produced all assets for consistency across formats—contributing to a **30% lift in ad recall, as measured by a StackAdapt Brand Lift Study.**

Following the event, a sequential retargeting strategy re-engaged attendees with tailored display ads over the following weeks. This approach drove a **+6.24% lift in recall versus overall campaign performance**, reinforcing the brand’s message and extending its reach among high-value decision-makers.

30%

lift in ad recall

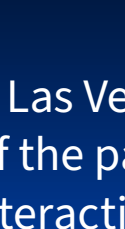
Measuring What Mattered

To evaluate the campaign’s effectiveness, StackAdapt’s Brand Lift Study was used across digital channels, **including the first-ever measurement on the Las Vegas Sphere.** This marked a milestone for the industry and offered rare insight into how audiences engage with immersive, large-format media.



25%

brand lift for the Sphere placement, 5% higher than other DOOH placements.



17x

increase in message association, surpassing industry benchmarks.

Looking Ahead

The partnership between the client and StackAdapt is redefining B2B marketing by turning bold ideas into measurable outcomes.

This groundbreaking campaign on the Las Vegas Sphere highlights the innovation at the core of the partnership, boosting brand visibility, increasing audience interaction, and setting a new industry standard for impact and reach.