StackAdapt

How scaling CTV helped achieve record growth at +22% YoY leads

For years, many advertisers relied on a proven formula: linear TV to drive awareness and paid search to capture demand. But as viewing habits shifted, Scale Marketing partnered with StackAdapt, leveraging a multi-year testing framework to evaluate connected TV (CTV) as an incremental growth channel for a long-standing client.

4.4x
increase in CTV spend compared to historical levels.

+46%
YoY growth in a core segment (highest on record).

49%
reach across the Greater Chicago Area.

+22%
YoY total lead growth.

~$127K
peak monthly CTV spend.

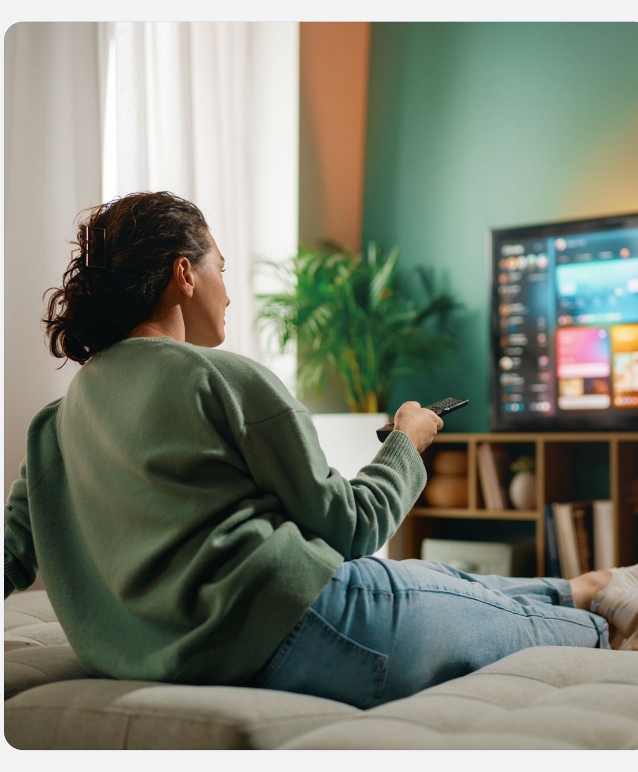
The approach contributed to the client's highest lead volume month on record in December 2025, supported by the largest CTV investment in its history.

Scale Marketing is a Chicago-based full-service agency focused on data-driven strategies that drive measurable growth. With expertise across digital, traditional, and analytics, the firm helps brands execute performance-focused campaigns that translate into real business outcomes.

StackAdapt is the leading AI advertising and orchestration platform marketers rely on. Built entirely in-house with an easy-to-use interface, StackAdapt unifies programmatic and owned channels—including CTV, DOOH, display, native, audio, email, and more—into one seamless experience.

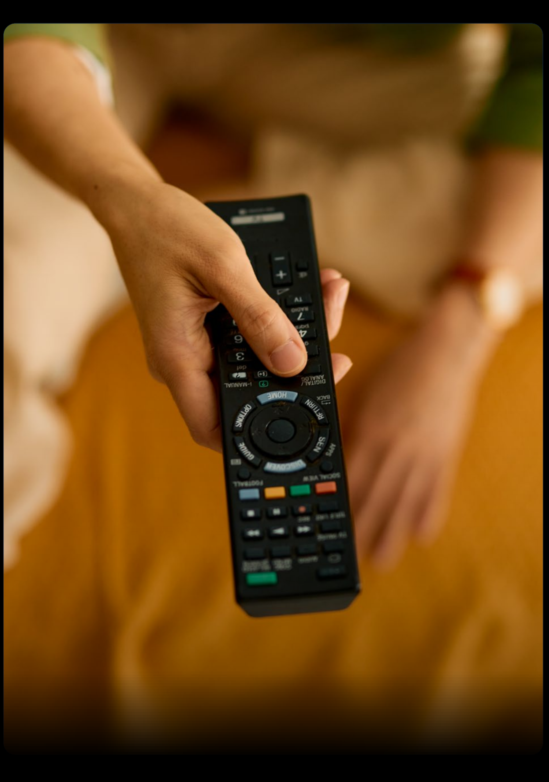
THE CHALLENGE

Evolving a go-to TV strategy for a streaming-first world



This client became the first brand Scale Marketing onboarded into StackAdapt, a testament to the trust earned through years of consistent results across traditional marketing channels. The challenge wasn't replacing a successful media strategy—it was determining whether CTV could extend reach and drive incremental growth without compromising what already worked.

CTV presented a clear opportunity, but also key questions. Could it drive incremental results? How far could it scale? And would precision targeting outperform lower-cost, broad-reach inventory? Answering these questions was critical before making any meaningful investment.



THE STRATEGY

A precision-first approach to scaling CTV

Scale Marketing partnered with StackAdapt to leverage CTV as a long-term growth driver, using a phased, multi-year, test-and-learn approach guided by the agency's proprietary ATOM (MMM) model and structured causal impact tests. Initial investment focused on validating incrementality by introducing CTV alongside linear TV and paid search to reach cord-cutters and light-TV households.

As net-new leads grew, so did investment. Targeting was refined through custom audience builds using behavioral, contextual, and geographic signals to reach users most likely to require the client's services. Structured ZIP code-level testing revealed that precision-targeted programmatic consistently outperformed broader, lower-cost channels.

Building on these insights, the team expanded their CTV approach to include a diverse inventory strategy. Campaigns combined StackAdapt's run-of-network supply with agency-negotiated private marketplace deals across premium publishers such as Sinclair, Peacock, Roku, and Tubi. Performance-based budget allocation further optimized results by shifting spend in real time toward the highest-converting inventory.

Creative was tested throughout 2025 to identify messaging that resonated with local audiences. This included regionally relevant references alongside more brand-focused and comedic executions. Across all variations, consistent brand characters and storytelling were used to drive recognition and recall.

With a strong foundation in place, the team executed a major investment increase in December 2025, scaling monthly CTV spend to 4.4x historical levels, driving the next phase of growth. This structured approach not only drove performance for a single campaign, but also established a foundation for repeatable growth across future engagements.

THE RESULT

Driving record lead volume at 22% YoY growth

The strategy delivered both immediate and sustained impact. In 2025, the campaign reached 49% of the Greater Chicago Area population and contributed to record lead volume, alongside 22% year-over-year lead growth.

StackAdapt's Cross-Channel Attribution Dashboard (December 2025 to January 2026) showed that CTV played a meaningful role in driving conversions. Users exposed to CTV before taking action through display or native advertising were significantly more likely to convert, resulting in a 176.05% lift in conversion rate (CVR) under last-touch attribution and a 209.31% lift under multi-touch attribution.

- ✓ Record lead volume
- ✓ CTV conversions under last-touch attribution and multi-touch attribution

Performance was even stronger within a core segment, where leads increased 20% year-over-year in December and 46% year-over-year in January 2026, marking the highest lead volume on record. The success of this approach extended beyond a single client engagement. Scale Marketing now supports 11 active brands using similar strategies, including 7 within the same vertical.

Looking ahead

What started as a cautious test is now a core driver of brand and lead growth, giving both the brand and agency confidence to modernize its TV strategy without sacrificing performance.

This case reframes how marketers should think about television. CTV is not replacing linear TV—it is strengthening it. With the right testing framework, CTV can become a scalable, repeatable way to drive growth across a fragmented media landscape.

StackAdapt

Time for a solution that delivers results.
Reach out to the StackAdapt team to get started.

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