StackAdapt

Payroll provider cuts CPQL by 57% by building demand beyond search

seer interactive

As competition drove up the cost of paid search, a leading payroll and HR solutions provider needed a more sustainable way to generate qualified leads. In partnership with Seer Interactive and StackAdapt, the brand moved up the funnel—adopting a programmatic strategy designed to build brand awareness and create new demand.

57%
decrease in CPQL within one month

57
second average time on site

5,504
web conversions

$97.62
CPA

0.24%
average CTR

$3.99
CPC

Seer Interactive is a digital marketing agency specializing in paid media, SEO, GEO, creative strategy, and analytics, helping brands build smarter, full-funnel strategy that drive growth and prove ROI with data.

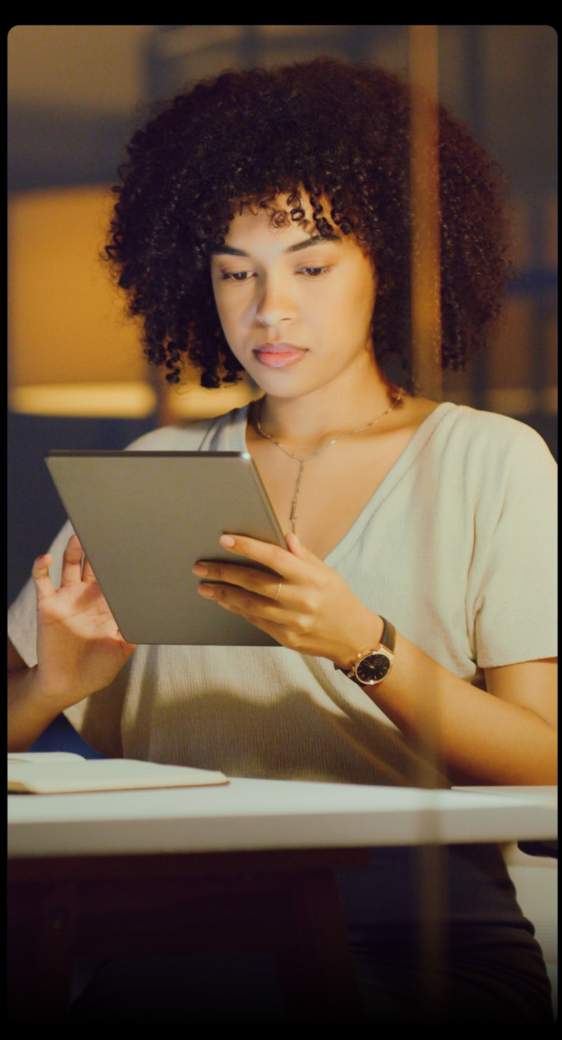
A US-based payroll and HR solutions provider offering cloud-based services for small businesses and household employers, simplifying payroll processing, tax filing, and compliance.

THE CHALLENGE

Generating demand was becoming more expensive

The brand was under increasing pressure to drive sales, leading to a heavy reliance on bottom-funnel tactics. While paid search remained effective in the short term, rising competition drove up cost-per-lead and returns began to diminish.

By focusing primarily on capturing existing demand instead of creating new interest, the brand struggled to scale efficiently.



THE STRATEGY

Reaching future customers before they searched

Rather than relying solely on people already looking for payroll solutions, Seer Interactive developed a strategy to reach potential customers earlier in their decision-making journey. The goal was to introduce the brand sooner, stay visible as interest developed, and create a stronger pipeline of future prospects.

The campaign launched across connected TV (CTV) and online video, reaching small- and mid-sized business owners before they began actively comparing providers. Custom account-based marketing (ABM) audiences were layered with third-party data and search-based behavioral signals to identify business owners and entrepreneurs showing relevant purchase intent.

As the campaign expanded into display and native, domain lists were continually refined to prioritize high-performing environments. Messaging was tested throughout the campaign, with offers like “Get 6 Months Free” prioritized for audiences most likely to convert. Pixel-based retargeting then re-engaged visitors who had interacted with ads or visited the website, reinforcing the message as they moved closer to making a decision.

Investing beyond the last click

With more upper-funnel media in market, the team needed a better way to understand its contribution. StackAdapt’s Cross-Channel Attribution (CCA) dashboard provided a clearer picture of how programmatic influenced the customer journey alongside other channels, giving the team confidence that awareness efforts were driving meaningful business outcomes—not just impressions.

60%
Upper-funnel programmatic budget

Those insights helped justify shifting investment beyond search, leading the brand to reallocate 60% of its brand search budget to upper-funnel programmatic.

THE RESULT

A strategy that keeps paying off

Within just one month, the brand reduced CPQL by 57%. Programmatic not only drove incremental conversions but also attracted more engaged visitors, improving the quality of traffic entering the buying journey.

The campaign generated more than 5,500 conversions at a $97.62 CPA, while maintaining a 0.24% CTR and an average $3.99 CPC. Visitors also spent an average of nearly a minute on site, reinforcing that the campaign was reaching audiences with genuine interest.

Looking ahead

By shifting investment from bottom-funnel search into programmatic, the brand showed it could spark new demand without sacrificing lead volume.

Taking a more balanced approach—where programmatic builds awareness and search captures intent—created a more efficient path to growth. With clearer cross-channel visibility and ongoing optimization in play, the brand is now in a strong spot to scale demand while keeping performance on track.

StackAdapt

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