

Driving growth through brand investment in a niche B2B market



VSSL partnered with StackAdapt to build a programmatic strategy that connected with a niche auto repair audience while proving that early brand interactions would help drive long-term business growth.



38.6M+

unique impressions.



\$300K+

annual contract value influenced.



25%

absolute brand lift.



153%

relative brand lift.



37.71%

audio conversion rate.



Reaching a hard-to-find audience

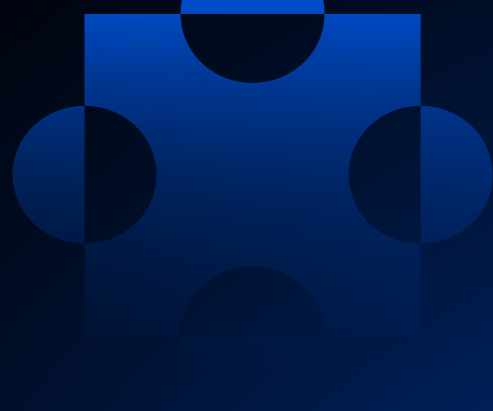
Auto repair professionals don't spend their day researching business software. They're servicing vehicles, managing customers, and running busy repair shops. That made growing future demand especially challenging.

While revenue was the immediate goal, VSSL knew long-term growth depended on introducing the brand to potential buyers long before they started actively researching software—and doing so through channels that fit naturally into their day.

Meeting automotive professionals with an omnichannel approach

Omnichannel strategy across key channels

VSSL partnered with StackAdapt to build an omnichannel strategy across display, native, video, and audio, giving the brand multiple opportunities to stay visible throughout the buying journey. Audio played an especially important role, reaching decision-makers during commutes or at the workshop, key moments other channels couldn't easily reach.



Audience targeting and retargeting

Contextual targeting and third-party audiences helped VSSL reach relevant business owners and decision-makers across the US, while retargeting kept the brand top of mind as audiences moved closer to a purchase.

Measurement built in from the start

VSSL built measurement into the campaign from the start to understand whether those efforts were working. Using a StackAdapt Brand Lift Study, the team measured whether people exposed to the campaign were more likely to recognize the brand, giving leadership the proof they needed that awareness investment was making a difference.



Giving leadership the confidence to keep investing



CAMPAIGN RESULTS

The campaign generated more than 38.6 million unique impressions and influenced over \$300,000 in annual contract value, proving that early brand investment can drive long-term business growth.



BRAND LIFT RESULTS

The StackAdapt Brand Lift Study confirmed the strategy was working, delivering a 25% absolute lift and 153% relative lift in brand awareness. More importantly, it gave leadership the confidence to keep investing in upper-funnel tactics.



AUDIO CHANNEL RESULTS

Audio also proved to be a powerful part of the strategy, delivering 10 million impressions, a 91.7% completion rate, and a 37.71% conversion rate—proving the channel helped reinforce the brand in a natural, uninterrupted way.



StackAdapt has transformed how we scale B2B demand. We're able to drive measurable increases in brand awareness across multiple formats while efficiently reaching highly targeted, niche audiences.

Kate Bosco
Director of Demand Generation
VSSL Agency

Helping niche B2B brands grow with confidence

The campaign reinforced that successful B2B marketing isn't about reaching the biggest audience—it's about reaching the right audience and showing up where they're already spending their time.

Following the campaign's success, the automotive software company continued investing in StackAdapt and VSSL, with plans to explore additional channels like connected TV to reach specialized audiences in new ways.

This reflects the agency's broader partnership with StackAdapt: helping niche B2B brands grow through **measurable, full-funnel marketing built** around the realities of their audience.

