

CASE STUDY — Agency

# Stirista Helped B2B Agency

## Achieve \$25.76 Cost per Conversion

**\$25.76**

Cost per  
conversion

**90**

Target accounts  
converted



### Overview

An agency representing an enterprise infrastructure and logistics company needed to bring full multichannel capabilities to its account-based marketing (ABM) program

in a way that held each channel accountable for performance at the account level.

### Objective

To accomplish this, the agency required a data-driven partner with extensive B2B data, an identity graph for building precise ABM segments, multichannel media buying

capabilities, a skilled team of digital planners and buyers, and an attribution system aligned with ABM strategies to track funnel-driving KPIs.

### Solution

Stirista delivered a strategy centered on data enrichment, programmatic activation, and attribution. We began by onboarding data from the agency's list of known target contacts to build programmatic targeting segments. Using the target company list and a defined set of job titles, functions, and seniority levels, we expanded their audience by identifying additional high-value contacts and creating supplemental segments to maximize reach within key accounts.

Our media planning and buying team then launched a display campaign tailored to specific buyer personas and funnel stages. Finally, view-through attribution powered by our Visitor Identity Graph (VIG) identified both website visitors and key conversion events, providing clear visibility into campaign performance.

### Results

The campaign delivered personalized messaging to high-value accounts and matched visits and conversions to the specific companies the visitors worked for. Within just 42 days, nearly 90 target accounts converted, resulting in a cost per conversion of only \$25.76.

With access to Stirista's detailed attribution insights, the agency was able to continually optimize targeting, messaging, and media tactics to improve ROI and performance throughout the campaign.

