

# Internet Marketing Inc. Succeeds with a High Performing Video Campaign for StarTex Power

StackAdapt exceeded the retargeting goal by over 150%.

**\$0.02**  
CPCV on 1 minute video

**331,741**  
Number of users in retargeting pool

**0.76%**  
CTR on 1 minute video

**77%**  
Completion rate on 1 minute video



With guidance from the StackAdapt team, we were able to easily get our campaigns up and running with great results in no time.

— **Katie Malone**  
Sr. Digital PR Specialist at IMI

## The Agency



Internet Marketing Inc. (IMI) is one of the fastest growing full-service internet marketing agencies in the country, with offices in San Diego and Las Vegas.

IMI worked directly with StackAdapt to drive video advertising results for their client, StarTex Power.

## The Client

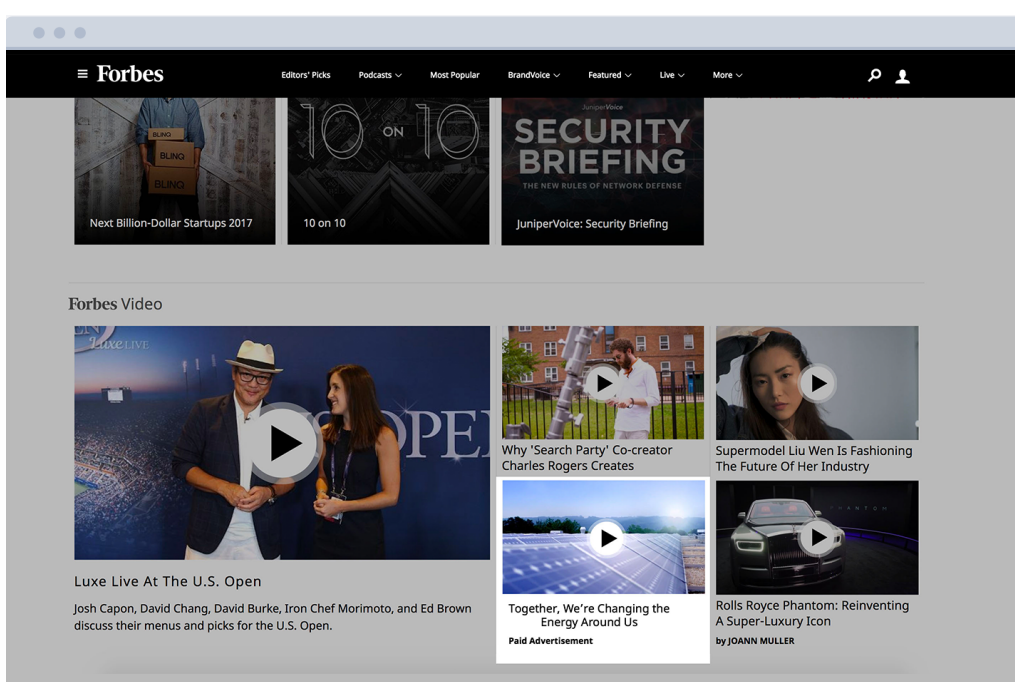


StarTex Power was named by Cogent Reports as one of the top four energy providers in Texas for brand trust.

In the aftermath of Hurricane Harvey, they provided resources to friends, family, neighbours, and communities affected by the storm, and solicited donations to the American Red Cross.

## Campaign Background

IMI worked with their client StarTex Power to raise awareness of their brand through a video advertising campaign. They aimed to highlight their commitment to environmental protection, community involvement, and donation efforts to nonprofits by gathering users for future retargeting efforts, based on video completions and website visits.



IMI chose StackAdapt's in-stream and outstream video formats to gather users for retargeting.

## Goal

StarTex Power's main objective was to gather a **retargeting pool of 200,000 users**, which they could use to target future campaign initiatives.

## Execution

StackAdapt gathered users who visited the StarTex Power landing page, as well as those who completed 75% and 100% of the campaign videos. Leveraging our premium video supply partners, we gathered **331,741 users who can now be retargeted** with a lower funnel campaign.

## Result

StackAdapt exceeded IMI and StarTex Power's retargeting goal of 200,000 users by more than 100,000.