

## StackAdapt Success Story

# Dunn&Co. Grows a Winning Programmatic Strategy for a Credit Union



## Summary

Dunn&Co.'s awareness campaign for Grow Financial focused on connected TV (CTV) and display, resulting in a **0.16% CTR**, **over 15 million impressions**, and **significant brand lift**.

## Background



**Dunn&Co.** is an independent, nationally award-winning, ideas-led agency, strategically positioned near golf courses and beaches in sunny Tampa, Florida. No matter the forum—digital, social, outdoor, branding, film—Dunn&Co. seeks to translate the insular, numbers-driven world of business to the outside, emotionally-driven world of people, giving brands a human voice and an authentic personality. By creating meaningful work that resonates with human experience, Dunn&Co. partners with its clients to solve real problems and create lasting business results.



**Grow Financial Federal Credit Union (Grow Financial)** is a credit union working for the benefit of their members. Now the third largest credit union in Tampa Bay, Grow Financial operates 25 neighbourhood store locations throughout West Central Florida and South Carolina, in Columbia and Charleston, serving approximately 200,000 members.



### Heather Bruce

Media Director at Dunn&Co.

“When we were searching for a programmatic solution for Grow Financial, the biggest thing we valued was the ability to run a campaign on a platform that not only offered highly granular targeting, but also fulfilled our criteria for efficiency, measurability, and creativity. StackAdapt didn't just check off all the boxes, they were also instrumental in helping us succeed with our client from the concept stage all the way to the end of the campaign flight.”

## Challenge

Dunn&Co. was looking to run a multi-channel campaign for their client, Grow Financial, to drive awareness for both the “Grow On Us” initiative and the Grow Financial brand.

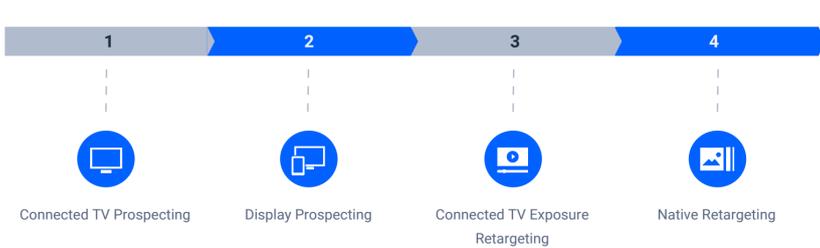
## Strategy

Dunn&Co. worked with StackAdapt to build the campaign's initial awareness strategy, and outline specific primary and secondary goals.

**Primary Goal:** Drive overall awareness of the “Grow On Us” program that provides users with a chance to experience and support local Tampa businesses.

**Secondary Goal:** Build awareness about Grow Financial's convenient locations near them.

With these goals defined, the team at StackAdapt strategized four campaign tactics that would result in the most successful campaign:



Dunn&Co. leveraged the **Creative Studio** as an extension of their own design team to streamline and expedite the animation of their display assets.



### Jess Uttley

Manager, Creative Studio at StackAdapt

“While Dunn&Co. took the lead on the design of the creatives, the Creative Studio supplemented their efforts to provide additional sizes, and updated creatives to reflect each local business that Grow Financial was partnered with. As creatives needed to be switched on a near-weekly basis, quick turnaround times were critical to campaign execution.”

## StackAdapt Display Formats

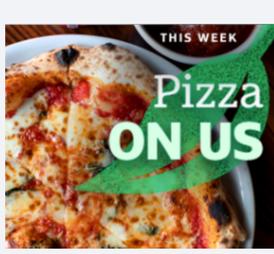
300 x 600



160 x 600



300 x 250



728x90

## Execution

**Connected TV:** The CTV campaign targeted a 10-mile radius around physical Grow Financial locations, leveraging the following audiences and data:

- Past Location Data:** Users who have previously visited a Grow Financial location.
- Custom Segment Targeting:** Users who showed intent by engaging with content specifically relevant to the Grow Financial brand.
- App Downloads:** Users who have specific apps on their devices that are relevant to the businesses promoted.

**Display:** Similar tactics were applied to the display ads, targeting users within the proximity of Grow Financial locations, as well as the small businesses featured in the ads:

- Custom Segment Targeting:** Users who showed intent by engaging with content specifically relevant to the Grow Financial brand.
- Inclusion List Targeting:** Users in the geolocation that accessed domains unique or relevant to Tampa Bay.
- General Site Retargeting:** Retargeting users who have clicked through or organically visited the Grow Financial website.

The StackAdapt Universal Pixel was placed on the Grow Financial website to gain insights into the users who visited the page. After collecting an initial pool of users in the campaign's early flight, Dunn&Co. retargeted over **160,000** unique qualified users with both native and CTV creatives.

## Result

At the end of the 100-day campaign flight for Grow Financial, Dunn&Co. achieved favourable performance across all channels, with the secondary native retargeting efforts helping them exceed their initial goal.

	Viewability <b>74%</b>		CTR <b>0.16%</b>
	Impressions <b>15,523,743</b>		Clicks <b>25,448</b>
	Video Completion Rate <b>97%</b>		

“It's great to work with a partner whose performance you can be confident with,” says Heather Bruce of Dunn&Co., “they helped us hit all of our major KPIs for our client, and we can't wait to work with them on planning our next campaign.”