StackAdapt Display Formats
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Summary
Dunn&Co. Grows a Winning Programmatic Strategy for a Credit Union

Background
Grow Financial, a largest credit union in Tampa Bay, operates 25 union working for the benefit of their members. Now the third largest credit union in Tampa Bay, Grow Financial operates 25 physical Grow Financial locations, leveraging the following audiences through or organically visited the Grow Financial website.

Challenge
Dunn&Co. worked with StackAdapt to build the campaign's initial goal. Dunn&Co. leveraged the Creative Studio at StackAdapt as an extension of their own design team to streamline and expedite the animation of their display assets. While Dunn&Co. took the lead on the design of the creatives, the Creative Manager, Creative Studio at StackAdapt, as an extension of their own design team to streamline and expedite the animation of their display assets.

Strategy
Dunn&Co.'s awareness campaign for Grow Financial focused on driving awareness for both the "Grow On Us" initiative and the Grow Financial brand. Inclusion List Targeting: Grow Financial was partnered with content specifically relevant to the Grow Financial brand. Custom Segment Targeting: Similar tactics were applied to the display ads, targeting users who showed intent by engaging with content specifically relevant to the businesses promoted. Custom Segment Targeting: Users who have specific apps on their devices with content specifically relevant to the businesses promoted. Past Location Data: Users who have previously visited a Grow Financial location. Connected TV Prospecting: The CTV campaign targeted a 10-mile radius around the physical Grow Financial locations, leveraging the following audiences.

Execution

- **Secret Sauce:** Dunn&Co.'s winning recipe for digital marketing success
- **Client:** Grow Financial
- **Objective:** Drive awareness for the "Grow On Us" program
- **Platforms:** Programmatic, display, connected TV
- **Duration:** 100 days
- **Measurements tracked:** Impressions, clicks, video completion rate, CTR, conversion rate

**Primary Goal:** Build awareness about Grow Financial's convenient credit union working for the benefit of their members.

**Secondary Goal:** Attract new members by highlighting the "grow on us" campaign.

**Tactics:**

1. **Custom Segment Targeting:**
   - Users with specific apps on their devices.
   - Users who have previously visited a Grow Financial location.

2. **Inclusion List Targeting:**
   - Users who have specific interests.

3. **Connected TV Prospecting:**
   - Users who live in the Grow Financial area.

**Ads:**

- **Display Ads:**
  - Animated banners
  - Responsive banners

- **Connected TV Ads:**
  - 30-second spots

**Analytics:**

- Impressions: 15,523,743
- Clicks: 25,448
- Video completion rate: 74%
- CTR: 0.16%
- Conversion rate: 15

**Result:**

- Significant brand lift
- Increased awareness
- More than 15 million impressions
- 25,448 clicks
- 15 conversions
- 74% video completion rate
- 0.16% CTR

With these goals defined, the team at StackAdapt strategized four initiatives to solve real problems and create lasting business results.

Contact your StackAdapt Representative to get started.

StackAdapt Display Formats

- **500 x 210**
- **160 x 600**
- **300 x 600**
- **160 x 90**

**Contact:** info@stackadapt.com

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