Background

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. Dunn&Co. partners with its clients to solve real problems and create lasting business results. Dunn&Co. was working to make a difference in our world through meaningful work that resonates with human experience, creating a voice and an authentic personality. Dunn&Co. seeks to translate the insular, numbers-driven world of business to the outside, emotionally driven world of film and branding, film—Dunn&Co. seeks to translate the insular, numbers-driven world of business to the outside, emotionally driven world of film and branding.

Challenge

Primary Goal

Drive overall awareness of the “Grow On Us” program and the Grow Financial brand.

Secondary Goal

Helping Tampa Bay business stay in business.

Strategy

The StackAdapt Universal Pixel was placed on the Grow Financial domain that provides users with a chance to experience and support local businesses featured in the ads: businesses within the proximity of Grow Financial locations, as well as the small businesses working for the benefit of their members. Now the third largest credit union in Tampa Bay, Grow Financial operates 25 branches and has 200,000 members.

1. Custom Segment Targeting

Past Location Data and data: geographical locations near Grow Financial locations.

Connected TV Prospecting: The CTV campaign targeted a 10-mile radius around the nearest Grow Financial branch.

Display Prospecting: Using native and CTV creatives.

2. Inclusion List Targeting

Inclusion List: Users who have visited or organically visited the Grow Financial website.

3. General Site Retargeting

Organic Retargeting: Users who have searched for Grow Financial in the past.

App Downloads: Users who have specific apps on their devices.

4. App Downloads

Similar tactics were applied to the display ads, targeting users with content specifically relevant to the Grow Financial brand.

Execution

The StackAdapt Universal Pixel was placed on the Grow Financial website. The campaign was developed to drive awareness for both the “Grow On Us” initiative and the Grow Financial brand. The StackAdapt Universal Pixel was placed on the Grow Financial website, allowing users to experience and support local businesses featured in the ads: businesses within the proximity of Grow Financial locations, as well as the small businesses working for the benefit of their members.

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Result

Dunn&Co. leveraged the stackAdapt Universal Pixel to expedite the animation of their display assets. Dunn&Co. partnered with its clients to solve real problems and create lasting business results. Dunn&Co. was working to make a difference in our world through meaningful work that resonates with human experience, creating a voice and an authentic personality. Dunn&Co. seeks to translate the insular, numbers-driven world of business to the outside, emotionally driven world of film and branding.