

# SunTrust

## SunTrust Moves onUp with Lead Generation from StackAdapt.

 **6,000**  
Hours (total time spent on site)

 **78%**  
Reduction in CPA

 **0.37%**  
Click through rate



Chris is knee deep in helping us with the CPA piece—he reached out as usual and has been proactive in steering in the right direction to activate our retargeting pool, which we’re hopeful can increase relevance and thus lower costs.

— **Tyler Knudtson**  
Director, Digital Marketing & Analytics, Imagination

## The Agency



Imagination has been pioneering content marketing for more than 20 years in the financial services, B2B, and retail space. When SunTrust asked them to build a comprehensive content program and online experience to promote the onUp Movement, Imagination chose to drive sign ups through StackAdapt.

## The Client



Financial services company, SunTrust, started the onUp movement to help average citizens navigate and better manage major financial investments such as saving for college, home ownership, a first child, or retirement. For every person who joins onUp, SunTrust donates \$1 to Operation Hope, whose mission is to bring financial empowerment to underserved communities.

## Goal

**Conversions were the main objective of this campaign.**  
Imagination required a powerful distribution and targeting engine to acquire new signups for the onUp program. The team trusted StackAdapt’s software because of our intent based targeting and retargeting capabilities, our vast scale, and our commitment to outstanding customer service.

## Execution

The Imagination team came up with the brilliant idea of leveraging the StackAdapt platform to drive users to a quiz that helped gauge if the onUp program was right for a given user. Once potential value was confirmed, the user completed the process by filling out an information form.

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Everyone at StackAdapt does a phenomenal job and I must say the customer service is awesome.

— **Michael Krason**  
Senior Digital Marketing and Analytics Analyst, Imagination

## Result

Imagination worked closely with one of StackAdapt’s dedicated Customer Success Managers, Chris, to help optimize and drive the cost per conversion down throughout the campaign. StackAdapt was able to lower the CPA by 68% and produce a total user time on site of over 6,000 hours. Because of the highly engaging nature of native ads, SunTrust saw click-through-rates of 0.37%