StoneX® x DMS Data My Site

Case Study

STONEX / FOREX.COM × DATAMYSITE

CASE STUDY

CONNECTING GLOBAL FINANCE WITH BUSINESS LEADERS AND ACTIVE COMMUNITIES



COMPANY NAME
StoneX / FOREX.com

INDUSTRY
Financial Services | Forex Trading | Investment | Global Markets

WHAT WE DID
Experiential Marketing | VIP Networking Events | B2B Engagement | Real Estate Broker Networking | Influencer Marketing | Event-Day Content Production

LOCATION
Dubai, UAE

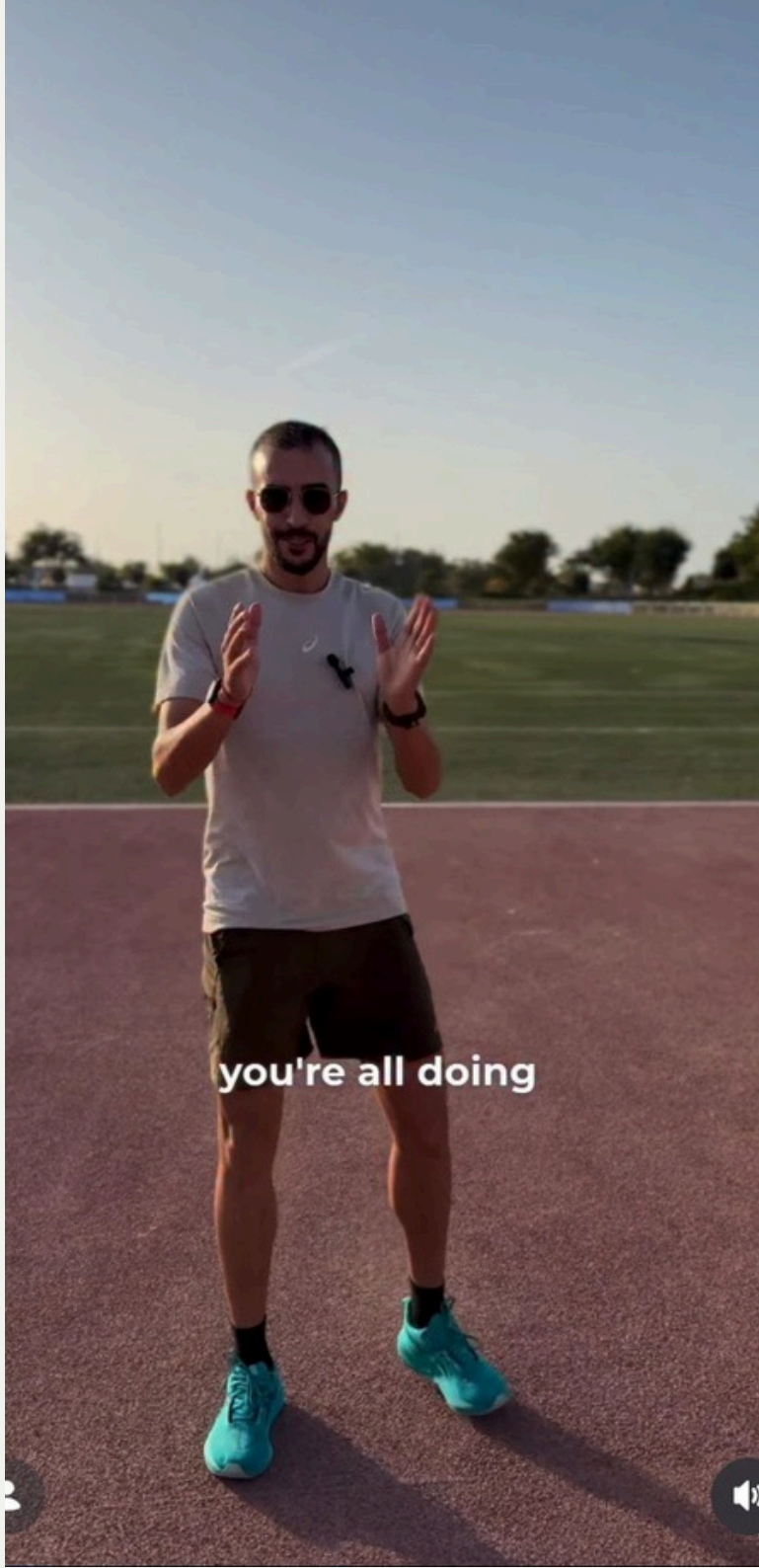
StoneX is a global financial services network, with FOREX.com serving as its leading retail trading platform, providing access to global financial markets. StoneX / FOREX.com partnered with DataMySite (DMS) to strengthen its brand presence through a dual-focused experiential marketing campaign. Exclusive B2B networking events and influencer-led activations at the Burj2Burj marathon,both the campaigns connected the brand with business leaders, real estate professionals, high-net-worth individuals and active lifestyle audiences.

ABOUT THE PROJECT

BRINGING FINANCE, BUSINESS AND LIFESTYLE TOGETHER

StoneX / FOREX.com partnered with DataMySite(DMS) to create meaningful brand engagementacross twodistinct audiencesegments.The campaign combined exclusive networking experiences at Dubai's prestigious Capital Club and a targeted influencer marketing activation for the Burj2Burj marathon.

While the VIP networking events brought together leading real estate brokers and industry professionals in a premium business environment, the Burj2Burj activation leveraged fitness and lifestyle influencers to amplify brand visibility and connect with an active consumer audience.



OBJECTIVE

BUILDING BUSINESS RELATIONSHIPS. EXPANDING BRAND REACH.

Thecampaign aimedtostrengthenStoneX/FOREX.com's positioning amonghigh-valuebusinessaudienceswhile increasing consumer-facing brand awareness through lifestyle and sporting event integrations.

By combining exclusive networking opportunities with targeted influencer collaborations, DMS created multiple engagement touchpoints that connected the brand with real estate professionals, high-net-worth individuals, business networks and fitness enthusiasts.

CHALLENGE

REACHING THE RIGHT AUDIENCE ACROSS TWO DISTINCT MARKETS

Building brand recognitionin thefinancial services sector requires more than traditional advertising. StoneX / FOREX.com needed to connect with influential business professionals and potential high-value networks while simultaneously expanding its consumer-facing presence through a major regional sporting event.

The challenge was to create meaningful B2B engagement through exclusive, high-quality networking experiences while ensuring strong digital visibility and authentic audience interaction around the Burj2Burj marathon sponsorship.

2
CAPITAL CLUB VIP EVENTS

50
REALESTATE BROKERS AT EACH EVENT

6
FITNESS AND LIFESTYLE INFLUENCERS

4
KEY INITIATIVES

SOLUTION

CREATING MEANINGFUL CONNECTIONS THROUGH EXPERIENTIAL MARKETING

DMSdevelopedatwo-pronged experiential marketingstrategycombining premiumB2Bnetworkingwith influencer-led eventactivation.

For the corporate segment, DMS organised exclusive evening networking events at Capital Club Dubai, bringing together carefully selected real estate brokers in a discussion-led environment.

For the consumer segment, DMS identified and collaborated with fitness and lifestyle influencers for the Burj2Burj marathon 2026, transforming the sporting event into an engaging social media experience through on-ground content creation and real-time coverage.



IMPLEMENTATION

TURNING BUSINESS NETWORKING AND SPORTING EVENTS INTO BRAND EXPERIENCES

The campaign was brought to life through four key initiatives:

01

Exclusive Capital ClubVIP Events

Organised two exclusive evening networking events at the prestigious Capital Club Dubai, creating a premium setting for meaningful business conversations, professional networking and brand engagement.

02

Targeted Real Estate Broker Networking

Identified, invited and hosted 50 leading real estate brokers at each event, bringing together a curated audience of industry professionals in a collaborative, discussion-led environment.

03

Burj2Burj Influencer Campaign

Sourced and onboarded six high-profile fitness and lifestyle influencers for the Burj2Burj marathon campaign, aligning creator profiles with the sporting event and the brand's target audience.

04

On-Ground Influencer Management and Content Production

Managed influencer coordination and on-ground execution during the event, ensuring collaborative content creation, engaging social media reels and live event coverage to maximise campaign visibility and audience interaction.

BURJ2BURJ INFLUENCER CONTENT



tarik_the_coach and forex.com_mena
Dubai, United Arab Emirates

tarik_the_coach One city. Endless determination.
Burj2Burj 2026 hits Dubai's iconic skyline with @forexmiddleeast proudly supporting as the Official Partner.
Will you be there? Drop a in the comments!
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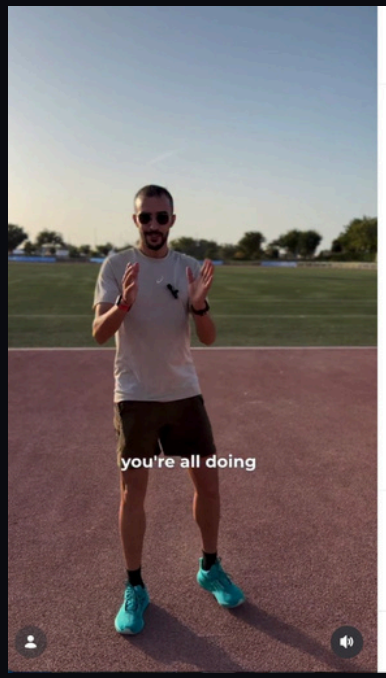
.
.
#Burj2Burj2026 #DubaiRun #DubaiEvents #FOREXcom #OfficialPartner
41w

tarik_the_coach
41w Reply

pooja_uk__ #burj2burj2026
41w 1 like Reply

Liked by mdmoallimhussain and others
February 4

Add a comment... Post



abdelali_bouazzaoui and forex.com_mena
Original audio

abdelali_bouazzaoui Two landmarks.

One unforgettable run.
Burj2Burj 2026 brings Dubai together with FOREX.com as the Official Partner.

Take your steps, stay consistent, and go the distance!

#Burj2Burj2026 #DubaiRun #DubaiEvents #FOREXcom #OfficialPartner DubaiFitness RunDubai HalfMarathon DubaiLife CityInMotion DXBEvents
40w

ammaspa9
40w Reply

pooja_uk__

Liked by alae71076 and others
February 6

Add a comment... Post



gurjit.sidhu.dxb • Follow
Original audio

gurjit.sidhu.dxb I'm part of the 0.4% - My first half marathon and I earned every step.
#burj2burj #halfmarathon #forex.com #dubaifitnessmovement dubaicontentcreator
40w

Liked by _archii_77811 and others
February 10

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tarik_the_coach • Follow
Dubai, United Arab Emirates

tarik_the_coach Grateful for the chance to witness and be part of the @burj2burj Marathon, officially partnered by @forex.com_mena The energy, diversity, and passion here are next-level. Every runner chasing their goal is inspiring!

Anzeige | #Burj2Burj2026 #DubaiRun #DubaiEvents #forexcom #officialpartner
40w

Liked by vip.20200 and others
February 12

OUTCOMES

PREMIUM CONNECTIONS. POWERFUL ENGAGEMENT. WIDER BRAND VISIBILITY.

The campaigndeliveredseveral key benefits:

Elite B2B Networking

Successfully brought together 50 premium real estate brokers at each of two exclusive Capital Club events, creating opportunities for valuable business connections and industry discussions.

Premium Brand Positioning

Strengthened StoneX / FOREX.com's corporate presence through exclusive networking experiences at one of Dubai's prestigious business venues.

Influencer-Led Social Visibility

Extended the reach of the Burj2Burj marathon sponsorship through collaborations with six targeted fitness and lifestyle influencers.

Authentic Audience Engagement

Transformed the sporting event into an engaging digital brand experience through influencer-generated reels, collaborative content and real-time event coverage.

CONCLUSION

TWO EXPERIENCES. ONE STRATEGY. MEANINGFUL BRAND CONNECTIONS.

Through a combination of premium B2B networking and influencer-led experiential marketing, DMS helped StoneX / FOREX.com connect with influential business audiences and active consumer communities across Dubai.

With two exclusive Capital Club networking events hosting 50 real estate brokers each, alongside six fitness and lifestyle influencer collaborations for the Burj2Burj marathon, both the campaigns created meaningful opportunities for both professional engagement and consumer brand visibility.

From boardroom conversations to the energy of a major sporting event, StoneX / FOREX.com connected with audiences through experiences that brought business and lifestyle together.

LET'S BUILD YOUR NEXT BIG CAMPAIGN TOGETHER.

DMS Data My Site

DMS TEAM