

Case Study: Brokerage

A Selection of Brokerage Partners

charles SCHWAB

 **Ameritrade**

 Scottrade

optionshouse.
Brokerage 2.0

trade **MONSTER**
PROACTIVE INVESTING

 **Fidelity**
INVESTMENTS

 **E*TRADE**

options**X**PRESS
"charles SCHWAB"

 TradeStation

Objective:

- Build vast brand awareness, within contextually relevant areas, among Active Investors aged 35-64 years with investible assets of \$100k+
- Encourage the target to interact with the brand while driving qualified leads, acquisitions and new asset growth!

Solution:

- InvestingChannel crafted an expert strategy to successfully capture Active Investors, in the path of their daily content consumption, via a correctly weighted blend of:
 - High-Impact Contextually Targeted Media Adjacencies
 - Strategically Placed Buttons & Text Links
 - Video Pre-Roll & Companion
 - Mobile & Tablet
 - Behavioral & AudienceMatch Targeting

Results to Date:

- Unparalleled performance, "InvestingChannel was a Top Performer that not only achieved goals, but surpassed" them:
 - .43 click rates driving not only quantity, but quality conversions and acquisitions – both through and post impressions
 - Increased traffic and site consumption
 - Heightened awareness among "the right" audiences
- Ongoing success has led to continual campaign renewals and new incremental spending opportunities enabling IC Studio to build more creative content opportunities