

Driving New Account Sign-Ups for an Online Trading and Brokerage Platform

An online options and trading broker wanted to drive new account sign-ups using video on desktop, mobile, and CTV inventory. They came to Orange 142 with a CPA goal of \$75.

One week after the campaign launch, we analyzed the gathered data and began optimizing. We reallocated the budget to the strategies driving the most account sign-ups and logins, developed new strategies based on our insights, and discontinued under performing strategies.

At the end of a 6-week campaign we exceeded our clients expectations and goals. **We delivered 1,471 total conversions, 946 new accounts, and 525 account completions** (signed in and made transactions). **Our final CPA was \$50.98 and was well below the client's \$75 goal.**

1,471
Conversions



How Orange 142 Delivered Results

LAUNCH STRATEGIES

- » Targeted CTV inventory on tablets and Smart TV's.
- » Created custom contextual segments based upon words found on the Tastyworks website.
- » Contextually targeted content about stocks, online trading platforms, and investing.
- » Utilized third-party data to target individuals interested in finance and investing with a household income of \$150K+, aged 25-65, and active traders.
- » Targeted adults who have investment, fantasy sports, and trading apps on their phone.

CAMPAIGN OPTIMIZATIONS

- » Turned off all behavioral segments except for active traders, individuals with a household income of \$150K+, and those interested in stocks.
- » Developed a remarketing strategy to serve ads to users who created an account but did not sign in within 48 hours.
- » Increased budget towards contextual and custom lookalike modeling.
- » Increased bid and budget as Re-targeting pool grew.
- » Implemented adaptive segments for more precise targeting.

To learn more please visit orange142.com