

# An Online Options and Trading Broker Wanted to Drive New Account Sign-Ups

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 looked at all the data we had gathered and began making optimizations and moving budget towards the strategies that were driving the most account sign ups and sign ons, creating new strategies based upon our learnings and turning off strategies that were not working.

## The Results:

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: \$50.98 well below our client's \$75 goal.**

**1,471**  
CONVERSIONS

**\$50.98**  
CPA

## How Orange 142 Delivered

### SOME OF OUR LAUNCH STRATEGIES

- Targeted CTV inventory on tablets and Smart TV's
- Created custom contextual segments
- Contextually targeted content about stocks, online trading platforms, and investing
- Utilized 3rd party data to target individuals interested in finance and investing, HHI of 150K+, A 25 - 65, and active traders
- Targeted adults who have investment, fantasy sports, and trading apps on their phone

### SOME OF OUR OPTIMIZATIONS

- Turned off all of the behavioral segments except the active traders, HHI 150K+, and stocks
- Created a re-marketing recency strategy to serve ads to people who created an account
- Increased budget towards contextual and custom look alike modeling
- Increased bid and budget as Re-targeting pool grew
- Added adaptive segments

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