

FinancialAudiences™ Generates 75% Lower Cost per Conversion

A major forex education company is utilizing FinancialAudiences™ technology and financial media expertise to convert prospects into paying subscribers.

The FinancialAudiences™ Forex Category allowed our client to access an audience that would have otherwise been unavailable to them. By doing so, they achieved the lowest cost per conversion across all partners in their media plan.

The Approach

- Utilized the FinancialAudiences™ Forex Category
- Our media team determined best performing segments through optimization of creative and placements
- Budget was focused on best performers and further optimized by location, time of day
- The phased optimization process was continued throughout the campaign cycle



The Results

FinancialAudiences™ brought in nearly 6 times the usual traffic, and reduced eCPM by 53%. Most importantly, conversion volume rose while cost per conversion fell by 75%.

600% INCREASE IN CLICK-THRU RATE 

53% REDUCED COST PER IMPRESSION 

75% REDUCED COST PER CONVERSION 