



# FINANCE MARKETER

## ADVERTISER SUCCESS STORY



### BACKGROUND

A website that offers subscription packages for investment guidance came to Perform Media to increase conversions while keeping cost-per-acquisitions low.



### GOAL

Increase the number of signups for financial guidance while keeping cost-per-acquisition at or below goal.



### SOLUTION

The financial marketer leveraged Perform Media's Contextual Search product and took advantage of best-in-class contextual relevance targeting. This advertiser leveraged Perform Media's one click model, a unique and cost-effective search solution that drove users directly from a Related Topics page to the advertiser landing page. Additionally, campaigns opted into Perform Media's Campaign Optimizer feature, which kept CPA costs at or below goal throughout the campaign flight.

#### RESULTS

**20%**

Below CPA goal

**65%**

Click through rate

**\$.31**

Cost per click

### TOP PERFORMING PUBLISHERS FOR FINANCE MARKETERS

Forbes



REUTERS



Seeking Alpha<sup>α</sup>



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MEDIA

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