

Case Study: Exchange Traded Funds

A Selection of ETF Advertisers




Vanguard®



Northern Trust



Russell Investments




STATE STREET



iShares®

Objective:

- Showcase and build awareness surrounding a suite of ETFs among RIAs and Broker Dealers
- Drive informational downloads and video views
- Heighten site traffic to initiate engagement within specific ETF content

Solution:

- With vast audience and category experience, InvestingChannel crafted a program, strategically disseminated across select ETF sites (desktop & tablet), frequented by professionals, that leveraged:
 - A custom ,IC Studio-created engagement module with content surrounding Videos, Downloads, Prospectuses & Registration capture

Results:

- Massive interactivity within the module, by identifying the daily research needs of RIAs and Broker Dealers, prompted:
 - Over 300 PDF downloads, 250+ video views and an average 35% engagement rate per section
 - High interaction .6% click rate driving for additional content consumption
 - 1.5 Dwell minutes per unique engagement
 - On-site registrations and social follows