




SWISSQUOTE LATAM CPM/CPC CAMPAIGN CASE STUDY

SWISSQUOTE is one of the worldwide leading forex brokers in the financial industry. Our aim was SWISSQUOTE's branding and trader acquisition in the new LATAM market.

DEFINED GOALS FROM CUSTOMER

-  500 new forex traders
-  SWISSQUOTE branding in LATAM
-  targeting: male 30+
monthly income: 5000\$+

CAMPAIGN STRATEGY

Design development

Our first goal was to build all creatives (banners, landing pages) in local language, using fresh modern design trends and CTR optimization via our **Heatmap tool** and A/B testing.

Traffic sources

We used our top converting financial publishers such as **Finviz.com**, **zerohedge.com**, **ADVFN.com**, **FXstreet.com**, **Investing.com** to ensure just high quality financial traffic from LATAM.

Campaign optimization

We have implemented our **Ad fraud** software from the first day of campaign so we could optimize all media buying processes via Javascript pixel implementation on Swissquote's landing pages, what allowed us to easily analyze and turn off ineffective (fraud) publishers and save customer's marketing budget.

Campaign results

500 000
impressions
on daily
basis

500
new forex
traders in
LATAM

20%
saving of
marketing
budget

4% CTR
via Hatmap
optimization

Campaign summary

- We generated **500 new SWISSQUOTE forex traders** and achieved **500 000 daily impressions**, what was great regarding branding for SWISSQUOTE in LATAM market.
- The foundation was to target only quality financial websites with relevant content and with good LATAM visitors rate, what we established by our internal **quality assurance tool**.
- Our strong web development, media buying and campaign optimization processes have fulfilled their purpose, since using our **Ad fraud software we saved 20% of marketing budget** via media buying optimization and thanks to user experience optimization through our **Heatmap software** we have **increased campaign CTR on 5%** (industry standart is 2%).