



Connecting With The Right Investors

Charles Schwab earns higher response rates by targeting investors who have their ideal mindset.

175%

Increased actions per impression

48%

Lower acquisition cost

STORYLIFT



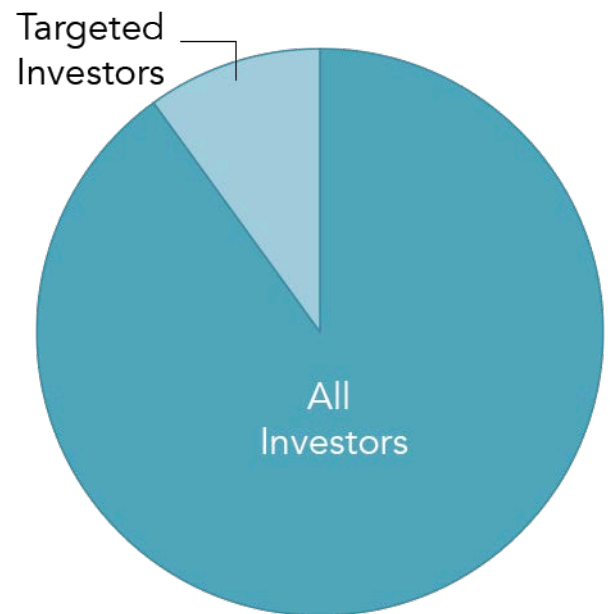
charles
SCHWAB

Charles Schwab has been helping investors craft their portfolios with personal guidance and expert financial advice for over 30 years. Charles Schwab advisors do more than just work for their clients - they create partnerships that put ownership into action.

CASE STUDY

Targeted Campaigns That Work

Charles Schwab wanted to find investors with predefined characteristics the company believed would influence likelihood to become customers. Storylift worked together with Charles Schwab to develop targeting based on the defined attitudes and behaviors of these investors. Getting actions for less mattered, but so did the campaigns' ability to target the *right* investor - one who was more likely to interact with the content of their ad.



The Result

Legacy targets were tested head to head against our audience, and the results were impressive. The cost per action for the Storylift campaigns were a full 48% lower, and **the increase in actions per impression had gone up by an amazing 175%, indicating a better targeted investor audience.**

GET THE RIGHT READERS FOR YOUR CONTENT

Ready to increase your leads and reach the right consumer with the right message? Go to www.storylift.com to find out more. You can also contact us directly at **888-782-0409** or sales@storylift.com to set up a free demo.