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The Optimal Media Mix to Drive New Accounts for Scottrade

Google/MarketShare Partners
Scottrade Ad Effectiveness Study
U.S., June 2009

Study Objectives

Scottrade asked...

“What is the optimal media mix for driving new customer acquisition?”
“What is the impact of traditional and online advertising?”



Study Methodology

- **Scottrade** supplied the study with historical levels of new account openings and media spend by channel
- **Google** supplied search volume data related to Scottrade's business
- **MarketShare Partners**, developed models to isolate the impact of Scottrade's marketing mix on new account openings

Study examined the effects on new account openings of:

- TV
- Display
- Search
- Print

Marketing Response

Historical



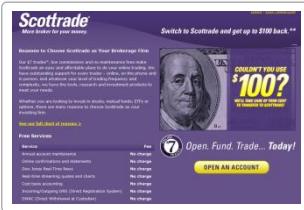
Web site

Location

Current



Google Search I'm Feeling Lucky



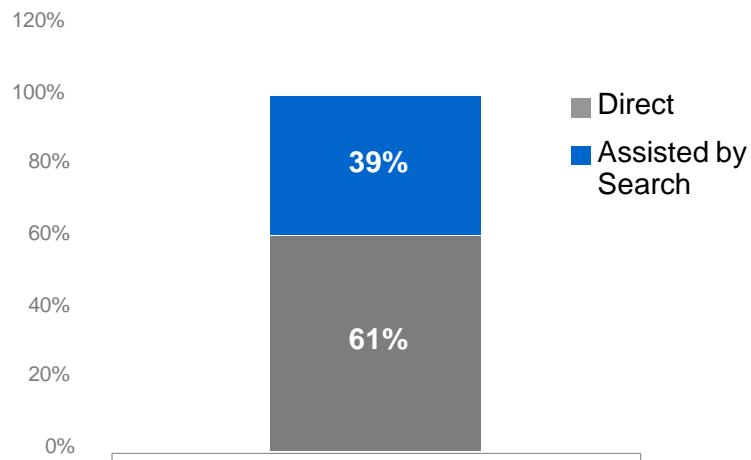
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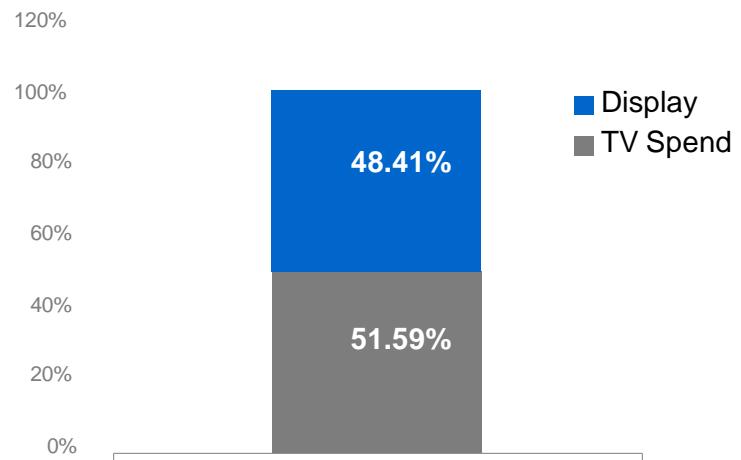
Assisted Search Activity...

...Drove 39% of New Account Openings

Overall Media Effectiveness for all Channels

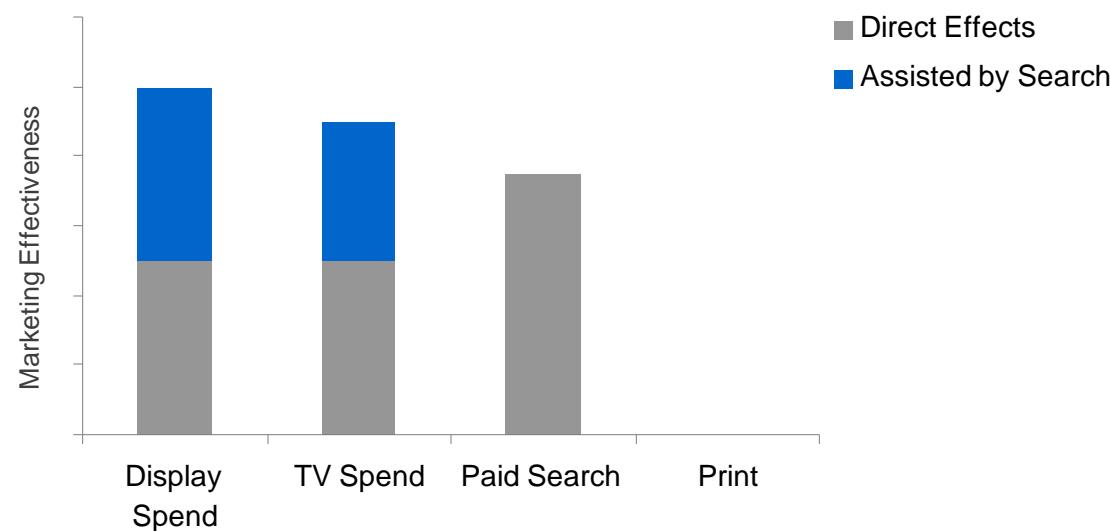


Components of the Assisted Search Effectiveness

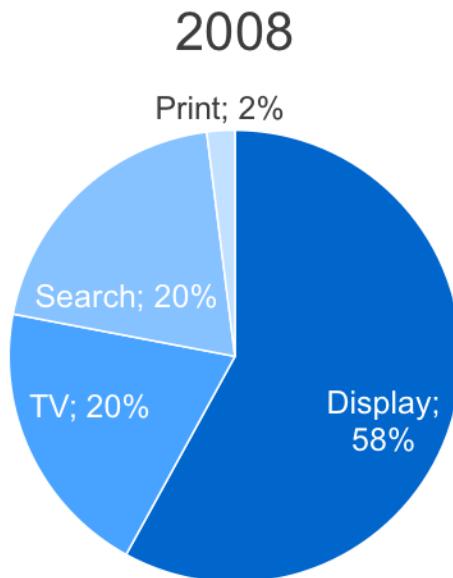
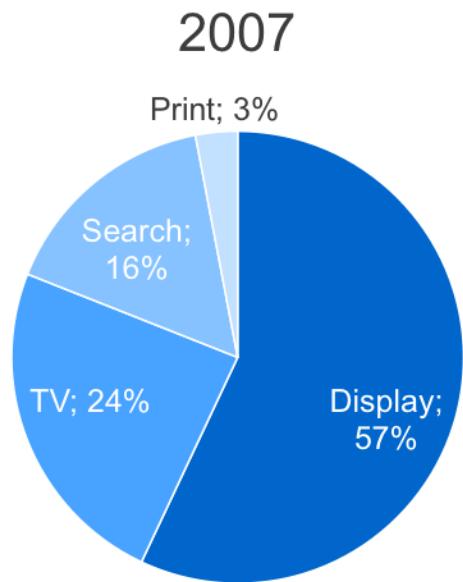


Marketing Effectiveness by Channel

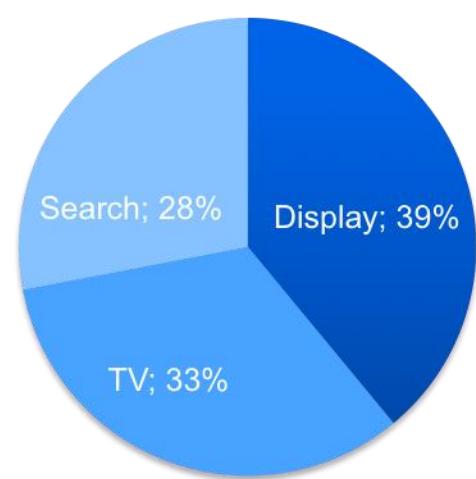
Online Display has the biggest impact on new account openings due to the indirect effect of display driving search activity



Optimal Allocation of Media Spend



Search: +25%
Display: +2%
TV: -17%
Print: -33%



Summary

Search: +40%
Display: -33%
TV: +65%
Print: -100%

In Summary...

- 1 Online Display and TV had the greatest impact on new account openings...
- 2 ...In part, due to the assisted effect of search, which contributed to 39% of new customer acquisitions
- 3 Ensure you are making the most of your display and media spend by being present in search when prospects look for you

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