

Business Financial Publishing Presents

Case Studies



TRADESTATION SECURITIES: The 1-2 Punch

Situation:

To drive their online brokerage services, TradeStation needed to direct individual investors to contact their call center about opening up a new account. Keeping their phones ringing is the number one priority for the success of TradeStation Securities.

Solution:

Renting both postal lists and email lists from Business Financial Publishing, TradeStation combined the power of direct and email marketing. By using two potent marketing techniques to reinforce their message, Business Financial Publishing crafted an extremely effective direct response marketing campaign that created a significant return-on-investment (ROI) for TradeStation..

Result:

TradeStation receives hundreds of phone calls to their call center every time they combine their email and postal advertising campaigns targeting Business Financial Publishing readers.

