

**Scottrade, Inc.**
www.scottrade.com
Industry

Financial services

Challenges

- Enhance customer experience
- Accelerate time to market for new online information and services
- Measure visitors' behaviors across multiple channels
- Deliver more relevant and timely content to prospects and customers

Solution

- Integrated online analytics
- Multichannel campaign management
- Web experience management

Scottrade uses the integrated Adobe Online Marketing Suite, powered by Omniture, and Adobe Customer Experience Solutions to improve visitor acquisition, streamline campaign management, and optimize visitor experiences across channels.

Results

- Achieved 20% lift in landing page conversions
- Reduced time spent on campaign management by 15%
- Increased time spent per visitor on site by 25%
- Increased page views per visit by approximately 30%
- Simplified analytics with single, integrated solution
- Increased responsiveness to changing online conditions
- Enhanced vision into online traffic across multiple channels
- Optimized customer experiences

Scottrade, Inc.

Leading online investing firm achieves 20% lift in landing page conversions and increases online engagement using the Adobe® Online Marketing Suite, powered by Omniture®, and Adobe Web Experience Management Solutions

Know your customers

Consumers today have more options than ever when searching for products and services online. Whether evaluating products based on price, quality, selection, rapid access—or often, a combination of all of the above—online customers literally have the world at their fingertips. To stand out in global markets, companies are constantly refining online customer experiences, pricing, service portfolios, and other offerings in response to competitors.

Perhaps nowhere is the competition as intense as in financial services, where an increasing number of service providers and complex government regulations challenge companies as they try to entice new and existing customers with compelling services. Further adding to the challenge, a company's digital strategies now have to effectively target customers across multiple channels, from a traditional website to mobile applications and social media.

"We are always looking to attract self-directed investors to Scottrade, and we work to make sure we engage with investors through traditional online marketing channels, as well as new emerging channels," explains Bill Dehlendorf, interactive advertising analyst at Scottrade. "Whenever someone is interested in learning more about online stock trading or investing, we want to make it easy for them to find us."

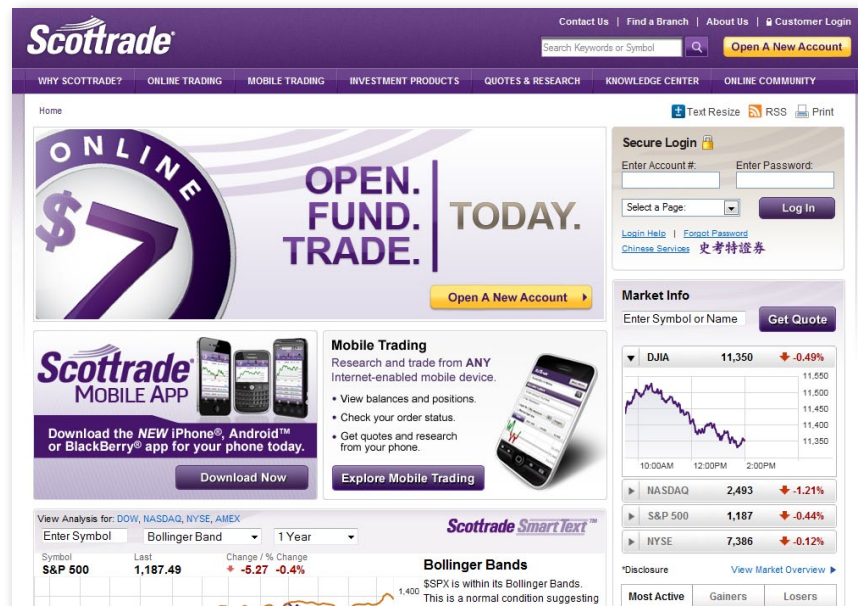
A foundation for growth

Scottrade is a leading online investing firm that helps do-it-yourself investors discover a better way to trade and invest by working to provide innovative tools, products, and educational resources that deliver great value and customer service. From low commissions to powerful research tools—as well as convenient access to in-person support through a broad network of 500 nationwide branch offices—the combination of technology and personalized service helps drive the firm's success in the competitive financial services industry. The challenge, as highlighted above, is to continue winning more customers in an increasingly crowded market.

"Our digital teams are committed to delivering outstanding online experiences that further differentiate Scottrade products and services and give our website visitors ongoing access to the most current and relevant products and information," says Ryan Miano, director of digital marketing at Scottrade. For Scottrade, actively engaging with prospects and customers also involves reaching them on many popular social media sites, including Facebook, Twitter, Flickr, and others.

Integral to Scottrade's success is gaining a clear understanding of which digital strategies are working and which ones are not and then updating online content to address needs. The company closely follows overall engagement from various sources. And that's just the beginning. Digital teams must also make sure that once people get to the company's website, they find the services they are looking for. Fundamentally, Scottrade is there to help independent, self-directed traders and investors whether novice or experienced, discover a better way to trade and invest.

By adopting the Adobe Online Marketing Suite, Scottrade has a centralized, fully integrated marketing solution that gives the firm greater control over its marketing campaigns and has helped to boost its landing page conversion by 20%.



"We had a relatively static website that we could only update with new content once a week. We had data, but it wasn't immediately actionable and our time to market was slower. By using Adobe Customer Experience Solutions, including WEM, with the Adobe Online Marketing Suite, we can transform our insights gained into definite, high-impact actions."

Ryan Miano
Director, Digital Marketing, Scottrade

To achieve its goals, Scottrade is using a combination of the Adobe Online Marketing Suite, powered by Omniture, and Adobe Customer Experience Solutions, including Web Experience Management (WEM). The aim is to gain deeper insight into and control over every aspect of customer acquisition, from the rapid creation and delivery of rich online content to helping ensure customers understand and complete enrollment processes for new services.

For Dehlendorf, as well as his industry peers, a primary challenge to maximizing customer acquisition is dealing with so many different systems and channels—and the tremendous volume of information.

"Having an integrated web experience management platform is essential," says Miano. "With the Adobe Online Marketing Suite, we can optimize every digital campaign and leverage our learning across technology. We have a unified view into our programs and can use those insights to inform our strategies, whether we're updating online content, gauging the impact of social media initiatives, or optimizing customer experiences on our landing page."

Improved insights, reduced costs

Dehlendorf relies on timely reports to evaluate the performance of the firm's paid search strategies. He created several customized performance dashboards to easily monitor results weekly, daily, or even over shorter intervals as needed.

Combining specific insight about website traffic and visitor behaviors offers each member of the digital team a more comprehensive view of the effectiveness of Scottrade's online initiatives. The result: they have a complete, bird's-eye view of how visitors engage with the company's website and which services and approaches are having the greatest impact.

In addition to optimizing online content and experiences, Scottrade uses Adobe solutions to measure the impact of its ad spend across various channels, publishers, and social media sites. For example, through Facebook and Twitter initiatives, Scottrade has the opportunity to engage in ongoing dialogue with existing customers and with people who might not otherwise consider using an online brokerage.

"Adobe solutions help us measure the success of all our campaigns—Facebook, Twitter, and others," says Dehlendorf. "Through a single platform, we can monitor the performance levels of each channel and then adjust accordingly."

"The efficiency gains have been phenomenal. The integrated Adobe solutions bring an element of transparency to everything we do. We can successfully measure, manage, and refine our paid-search strategies every step of the way."

Bill Dehlendorf
Interactive advertising analyst,
Scottrade

As a result, Scottrade has boosted the return on its digital strategies. Equally important, the Adobe solutions free up 15% or more of Dehlendorf's time because everything is automated and integrated. "We spend a lot less time simply capturing and managing data and more time executing on campaigns that impact our bottom line," he says.

Bottom-line benefits

Driving traffic to the firm's website—while critical—is just the first step; providing relevant content to customers and getting prospects interested in opening an account and beginning their trading and investing with Scottrade is the goal. To increase new account openings by website visitors, Scottrade tested several landing-page themes during a three-month period. The firm executed many multivariate tests on its landing page that involved incorporating different page-design elements.

"The benefits of using Adobe solutions were immediately evident," explains Dehlendorf. "Thanks to the changes we made to our landing page, we saw a 20% lift in conversions. We accomplished this by attaching a select set of product-based keywords to a variety of landing page themes. This allowed us to quickly see winning landing page combinations broken down by keyword."

For Scottrade, an added advantage of adopting the Adobe Online Marketing Suite is the ability to leverage insights from multiple channels to gain a more complete picture of visitors. "We can quickly identify the best creative content to share with online visitors and increase our returns," says Dehlendorf. Adds Miano, "Equally beneficial is that we have better data to help inform our online buying decisions which helps improve efficiencies and optimizes our overall spend."

Taking action on insights

Scottrade relies on the Customer Experience Solutions, built on the Adobe Digital Enterprise Platform, to quickly update its primary marketing websites, including a version for its Chinese-speaking customers. Recently, the company revamped its websites with enhanced content and navigation, recognizing that overall site performance and architecture are essential to keeping visitors engaged. Integral to the company's efforts are Adobe Customer Experience solutions including Web Experience Management.

"We had a relatively static website that we could only update with new content once a week," explains Miano. "We had data, but it wasn't immediately actionable and our time to market was slower. By using Adobe Customer Experience Solutions, including WEM, with the Adobe Online Marketing Suite, we can transform our insights gained into definite, high-impact actions."

Today, more than a dozen Scottrade designers, content authors, and other managers can instantly update Scottrade online properties with branded, compliant content related to their areas of expertise. Website updates that previously took a week or longer to implement can now be completed much faster, accelerating time to market for new products and services and giving visitors easy access to current information. The impacts of the more engaging, relevant website content are clear: overall customer engagement on the site is on the rise, with time spent per visitor up by 25% and page views per visit approximately 30% higher.

WEM solutions from Adobe have supported Scottrade through several major website launches. At the outset, the IT team created dynamic templates—versus having to create static web pages—that empower non-technical online marketers to quickly update the website using simple, yet engaging components. Adobe Customer Experience Solutions including WEM provide website authors with streamlined access to a rich library of thousands of images that map to the high-quality experience and brand that Scottrade wants to convey.

Systems at a glance

- Adobe Online Marketing Suite.
Components used include:
Adobe SiteCatalyst®
Adobe Test&Target™
Adobe Insight
- Adobe Consulting, for Omniture technology
- Adobe Digital Enterprise Platform.
Capabilities include:
Content Repository
- Adobe Customer Experience Solutions:
Web Experience Management

Adobe Customer Experience Management Solutions used by Scottrade	
Adobe Online Marketing Suite, powered by Omniture	Capabilities
Adobe SiteCatalyst	Offers Scottrade managers actionable, real-time data to continually refine digital strategies and campaigns
Adobe Test&Target	Enables marketers to improve content relevance and boost conversions with dynamic capabilities for designing and executing controlled A/B and multivariate tests
Adobe Insight	Through powerful data visualizations, Insight gives Scottrade managers immediate access to large volumes of rapidly evolving data from multiple online channels and offline data sources for a 360-degree customer view, leading to faster, improved decision making
Adobe Consulting, for Omniture Technology	Provides Scottrade with a team of experts to quickly implement tests and manage web optimization strategies
Adobe Digital Enterprise Platform	
	Capabilities
Customer Experience Solution: Web Experience Management	Optimizes digital channels with a suite of tools to create, manage, and publish rich content across multiple channels (web, email, mobile); and provides ability to test and target customized content
Adobe Digital Enterprise Platform: CRX	An open, standards-based enterprise content management (ECM) platform built on a modern, highly scalable content repository for natively managing website content

Investing in the future

Looking ahead, the Scottrade digital team is excited about the opportunity to further transform customer experience and business returns using Adobe Customer Experience Solutions and the Adobe Online Marketing Suite.

"The efficiency gains have been phenomenal," says Dehlendorf. "The integrated Adobe solutions bring an element of transparency to everything we do. We can successfully measure, manage, and refine our paid-search strategies every step of the way."

For more information

[www.omniture.com/
onlinemarketingsuite](http://www.omniture.com/onlinemarketingsuite)

[www.adobe.com/customer-
experience/enterprise-platform](http://www.adobe.com/customer-experience/enterprise-platform)

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Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

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