

Achieving Success in Lead Generation for a Stock Market Brokerage House

A CASE STUDY

Background

A prominent stock market brokerage house offering a range of services, including portfolio management, stock broking, mutual funds, derivatives trading, and investment advisory. The company aimed to generate 10,500 leads over a period of 5 to 6 months through targeted brand and lead generation campaigns across various digital platforms.



Initial Challenges

High Competition

The stock market brokerage industry is highly competitive, making it challenging to stand out.

Generating High-Quality Leads

Ensuring the leads generated were of high quality and likely to convert.

Brand Awareness

Increasing brand visibility and recognition in a saturated market.

Marketing Funnel

Number of Leads

10,500 over 5-6 months

Total Spend

Rs. 5,221,500

Cost per Lead (CPL)

Rs. 497

Lead Relevancy

83%

Relevant Leads

8,715

Registrations

6,885

Lead to Registration %

79% of Relevant Leads

Registrations to Paid Users Conversion %

39%

Paid Users

2,684

Acquisition Cost per Paid User

Rs. 1,946

(Total Spend / Number of Paid Users)

Projected LTV per Client

Rs. 29,190

(average across services)

ROAS on LTV

15 (Projected LTV / Acquisition Cost)



Top 5 Best-Selling Services



**Portfolio Management
Services (PMS)**



**Stock Broking
Services**



Mutual Funds



**Derivatives
Trading**



**Investment
Advisory**

Results & Impacts

Total Leads Generated

10,500 over 5-6 months

Projected LTV per Client

Rs. 29,190

Lead to Registration Ratio

79%

ROAS on LTV

15

Registration to Paid Users Ratio

39%

Overall ROAS

4.5

Paid Users

2,684

Acquisition Cost per Paid User

Rs. 1,946

Projected LTV per Client

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ROAS on LTV

15

Overall ROAS

4.5

Key Takeaways

Targeted Social Media Ads

Essential for reaching mid to high-end buyers and generating high-quality leads.

YouTube and Video Marketing

Effective in boosting brand awareness and direct traffic through engaging video content.

Lead Generation on Multiple Platforms

Leveraged various channels to achieve the lead generation goal.

Retargeting Campaigns

Improved lead conversion rates by re-engaging interested visitors.

Free Short Courses

Effective foot-in-the-door strategy to build an email list and attract potential leads.

Email Marketing

Enhanced lead engagement and conversions through personalized email campaigns.

Optimized Landing Pages

Improved user engagement and lead conversions through enhanced landing pages.

Conclusion

Through a comprehensive and data-driven marketing strategy, the stock market brokerage house successfully increased its lead generation, relevant leads, registrations, and paid users. By leveraging various digital marketing platforms and tools, the company achieved a substantial ROAS and established itself as a leader in the stock market brokerage industry.

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- 2 A Paid account audit of all your ad accounts – **\$33 USD**
- 3 **Performance marketing consulting** for your in-house team or agency

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