

GAIN Capital Group Case Study

Business Challenge

GAIN Capital Group is market leader in the rapidly growing online foreign currency exchange industry. Founded in 1999 by Wall Street veterans, GAIN is now one of the largest, most respected firms in the industry, servicing clients from more than 140 countries around the globe.

GAIN Capital's most well-known brand is FOREX.com, which services self-directed individual investors. Explosive growth in currency trading among individuals over the past several years put an emphasis on efficient and scalable customer acquisition tactics to stay ahead of the competition.

Search Marketing Challenge

With growth comes challenge. GAIN Capital adopted search advertising as an integral part of the marketing mix beginning with GoTo.com in 2001. In the early days of the company any extra dollars would go into paid search. As the search program evolved, managing the complexities associated with keeping on top of a dynamic market proved taxing.

Being a big budget search advertiser also had its drawbacks. The various search engines were willing to offer resources but then each became another relationship to manage. Uncertainty arose about whether the search engine's recommendations were in the best interests of GAIN Capital.

GAIN Capital determined that accelerating their search marketing ROI would require additional resources and expertise. The program needed more than just bodies to achieve greater levels of performance. Real expertise in search marketing with the ability to develop both sound strategy and daily execution proved to be the correct formula.

Solution

Point It! Inc. proved to be an ideal fit for GAIN Capital. The team is able to develop and manage large complex search programs with an understanding of the big picture for clients which considers both online and offline objectives. Point It!'s deep understanding of GAIN's business objectives and diligent execution has delivered superior results.

Point It!'s unbiased, proprietary approach to search engine marketing directs media dollars to areas with the highest ROI. Rigorous and methodical testing enables GAIN Capital to benefit from making business decisions supported by actionable data – not guesses.

The Point It! team conducted a number of tests in accordance with the developed strategy. Key exercises included development of structured ad copy and landing page tests. The architecture of the account was re-configured to better support account acquisition strategy which included tail-term expansion. And bid management techniques were employed to target both quality and quantity of lead.

Results

Since taking over GAIN Capital's paid search marketing program, Point It! has engineered a 68% reduction in cost per lead acquisition while growing monthly accounts exponentially by 517%. Effectiveness of the media spend (conversions per dollar in media) has improved over 210%. These performance improvements have enabled GAIN Capital to significantly increase their search media spend and scope of program with confidence.

When asked if outsourcing the search marketing program to Point It! had paid for itself, the client responded, "Yes, definitely... without a doubt! Our relationship is seamless and Point It! works as an extension of GAIN's marketing team."

