



E*TRADE Case Study

Background

E*TRADE Financial Corporation is a financial services company headquartered in New York City. It is an online discount stock brokerage firm for self-directed investors. E*TRADE has nearly 3,500 employees in its 30 retail branches across the US.

Facing increased customer demand and insufficient quality candidate flow, E*TRADE turned to LinkUp for its recruitment advertising solutions.

Approach

LinkUp ran a performance-based pay-per-click advertising campaign for E*TRADE.

Results

LinkUp delivered candidates at a cost of less than \$6 per application with a click to rate of nearly 10 percent, fully meeting client expectations.



Industry

Finance

Challenge

Increase candidate flow

Solution

LinkUp pay-per-click campaign

Results

Clicks:

901

Applies:

87

Click to apply:

9.7%

Cost per applicant:

\$5.51