

Financial Services Landing Page



WEBSITE COPY: FINANCIAL SERVICES LANDING PAGE

<HEADER>

Are You Reaching The Right Prospects?

63% of consumers research financial services online prior to purchase. 33% actually make that purchase online. Are your digital marketing efforts reaching these consumers during their research? Do you have the data that proves it?

<BANNER>

\$137.5B is spent in digital advertising each year, but where does it go?

CAKE's intuitive SaaS-based platform provides tracking, attribution and reporting clarity, giving deep insight into the performance of digital marketing dollars. With this intelligence, you can clarify and optimize your digital marketing spend to increase the cost-effectiveness and efficiency of digital advertising.

<BODY>

A Single System to Manage All Your Digital Marketing Channels

In the rush to stay competitive as financial services customers move online and even become mobile, digital marketers in financial services are increasing their investments in:

- Mobile by 59 percent
- Social media by 58 percent
- Online video by 57 percent
- Search by 40 percent
- Display by 8 percent

As these digital marketers reach a wider audience through increased spending, it is imperative they gain a clear understanding of the journey their customers take from the first point of contact through purchase. Our platform provides the tools they need.

- Multi-channel tracking in real-time covers search, display, email, social, mobile, video, affiliate and direct.
- Single-view dashboards let you easily decide where to spend your digital marketing budget.

WEBSITE COPY: FINANCIAL SERVICES LANDING PAGE

- Robust reporting structure yields deep insight into the channels that drive digital marketing campaigns.
- Intuitive data visualizations provide the ability to make intelligent marketing decisions.
- Diverse integrations work with over 60 technology and service partners.
- Proven reliability facilitates over 5 billion consumer transactions per month.

Over 500 companies, including some of the world's most successful marketers, agencies and networks, use CAKE's products to build their performance marketing strategy.

To see what CAKE's financial services solutions can do for you, schedule a one-on-one meeting with a rep.