

Executive Summary:

Scottrade has partnered with United Online for the past 5 years in order to drive leads and page views of the Scottrade website. Many ad products on United Online's ISPs (NetZero and Juno) and Classmates.com site were utilized to achieve their goals.

Testimonial:

"United Online has been a valued Scottrade partner for over 5 years. We have continued to turn to them to meet our goals, including both customer acquisition and traffic. We love UOL's team approach and feel like our needs are always addressed with the utmost priority. We truly value the partnership."

-Sam Yount, Manager Advertising Strategy

Objectives:

Take advantages of the millions of NetZero and Juno members who use the sites as an entry point to the Internet to generate leads and page views of the Scottrade website.



All the cool kids are doing it! Invest!



Strategy:

- Become a featured financial partner of the ISP and leverage over 8 MM United Online ISP members.
- Continuously optimize Scottrade messaging and test new products for the client, as well as the various sites.

Exposure & Results:

- Scottrade is the sole provider of stock content for ISP members.
- United Online properties successfully performed well beyond goal metrics for Scottrade in 2007.
- Due to the success and excellent customer service, Scottrade expanded their buy with United Online to include placements on Classmates.com.

Products/Solutions Used:

ISP Home Page:

- Search Box
- Business Tile - Graphic Box & Text Link
- Stock Tile – Content Graphic Box & Text Link

ISP Message Center:

- Medium Rectangle

Classmates:

- Feature Partner Rectangle
- Integrated Text Link

