

Retail Investor Engagement Hub

Digital Campaign & Web Experience Strategy

Prepared by Data Delphi

Project Overview

A comprehensive digital campaign designed to educate and onboard retail investors through an interactive web experience.

Core Deliverables

- Web Experience: Interactive landing page with dynamic charts
- Lead Generation: Gated financial guides and newsletter signup flow
- CRM Integration: Automated drip campaigns for qualified leads
- Social Assets: LinkedIn and Twitter teaser videos

Campaign Results

- 25,000+ unique visitors in first 30 days
- 18% conversion rate on lead generation forms

Client: XYZ / Fullerton

Studio: Data Delphi

Year: 2026