

The LinkedIn Investment

Growing your B2C Financial Services brand at every stage of the funnel.

- Quick reference guide -



Building a consumer-facing Financial Services brand – and reaching the right audience – is harder than ever.

Rapid changes to the industry	Shifts in consumers' financial needs	Marketing landscape is evolving
Stock market is down...	Inflation & living expenses	Data
Inflation and interest rates are up...	Retirement savings	Differentiation
Consumers are spending – but debt is racking up...	Identity theft	Strategy
	Medical costs & healthcare	Cost
	Paying off debt	Strategy
	Losing \$ on investments	

Source: Lincoln Financial, Consumer Sentiment Tracker, 2022

LinkedIn drives brand outcomes:



2-5X more effective at driving positive Perception and Consideration



Up to 304% more efficient at driving positive Perception and Consideration

Nielsen and LinkedIn leveraged MMM to reveal the brand impact of Financial Services consumer campaigns running on LinkedIn.



Marketing Mix Modelling (MMM) is a top-down measurement approach designed to assess cross-channel media performance and help advertisers optimize spend.



Methodology: How the MMM report works.

- A brand impact survey with regards to financial services ads on LinkedIn and other channels
- Conducted over **2 years** ending June 2022
- Polled **6.2 million** consumers
- Measured two brand lift metrics:
 - 📍 **1. Perception:** Positive sentiment of the brand
 - ★ **2. Consideration:** Intent to buy the brand's product or service

Metrics: The report measured 2 essential advertising KPIs as a holistic way to prove the brand impact of Financial Services campaigns.

Traditional MMM studies rely on sales data to determine an advertiser’s return on investment. Here’s how we measured impact on Perception and Consideration:



Effectiveness

The percentage of brand equity derived from every billion impressions. In other words, do the ads actually change how consumers perceive your brand?



Efficiency

How much does it cost to have an ad produce the desired change in perception or consideration?



% contribution

The total amount of positive Perception and Consideration driven by each media channel.

Findings: LinkedIn is uniquely positioned to help financial marketers reach the right consumers in a trusted environment, leading to positive lift in Perception & Consideration for their brands.

“In an increasingly complex advertising environment, clarity is more important than ever to brands. Marketing Mix Modeling provides brands the tools they need to clearly quantify ad effectiveness and ROI and confidently make marketing spend decisions.”

Tsvetan Tsvetkov, Americas Team Lead, Nielsen.



Effectiveness

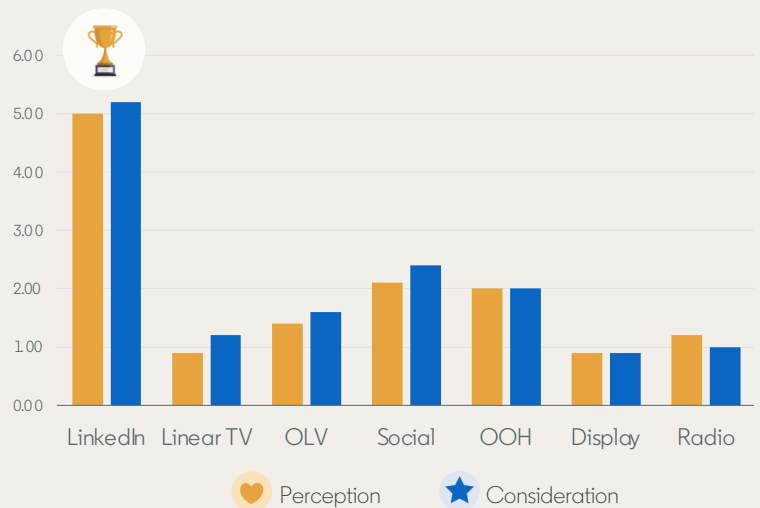
“LinkedIn is highly effective at driving positive key brand metrics compared to traditional brand channels.”



When it comes to driving positive Perception and Consideration, LinkedIn is:

- 5X**
more effective than linear TV
- 3X**
more effective than online video
- 2X**
more effective than social

Effectiveness at driving Perception & Consideration





Efficiency

“LinkedIn is efficient at driving key brand metrics compared to linear TV, OLV, radio, & search.”

When it comes to driving **positive Perception**, LinkedIn is:

150% more efficient than radio	14% more efficient than OLV	31% more efficient than linear TV	288% more efficient than search
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When it comes to driving **positive Consideration**, LinkedIn is:

214% more efficient than radio	9% more efficient than OLV	57% more efficient than linear TV	304% more efficient than search
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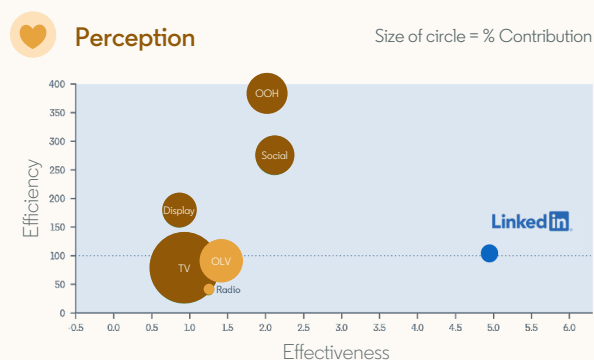


% contribution

“Financial Services brand investment on LinkedIn is unjustifiably too low when considering its position relative to the broader media mix.”

What does this mean?

B2C audiences are more receptive to Financial Services brand messaging on LinkedIn, represented by the high effectiveness score. When evaluated in conjunction with efficiency, marketers have an opportunity to optimize their media mix and increase brand investment on LinkedIn.



Taking action: Building a booming B2C Financial Services brand.

- Use multiple ad formats in your initiatives. Experiment with [Conversation Ad](#) assets for campaigns with multiple objectives.
- Enable the [LinkedIn Audience Network \(LAN\)](#) with appropriate goals using our [LAN brand safety features](#).
- Gain actionable intelligence about your audience using [Audience Insights](#) to align your ad content with your audience.
- Explore [LinkedIn’s ad solutions for Financial Services brands](#).

For more information about reaching consumer audiences on LinkedIn, discover the [latest B2C insights](#), including [new research on top-performing B2C ads on LinkedIn](#).

