

Financial Services B2C Marketing: Impact by the Numbers

Financial Services brands are likely to drive increased brand perception and consideration by shifting more of their media mix to LinkedIn, according to 2022 Media Mix Modeling research conducted by Nielsen.



LinkedIn is more effective than other social platforms

Mid-Lower funnel ads on LinkedIn improved

YoY at driving brand consideration more efficiently





3.5x

LinkedIn is more effective than Online Video platforms

55%

LinkedIn is more efficient than TV at driving brand consideration

LinkedIn ads are more efficient than Online Video to improve brand consideration

LinkedIn Upper Funnel ads increased

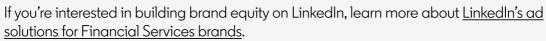
YoY at driving efficient brand

LinkedIn Mid-Lower funnel ads improved YoY in efficiently moving brand perception metrics



To drive brand perception, LinkedIn upper funnel ads improved by

in YoY efficiency



For more information about reaching consumer audiences on Linkedln, explore the latest B2C marketing insights and guidance.

Source: Nielsen custom Media Mix Modeling Study, commissioned by LinkedIn for US Financial Services vertical, 2022_

