

Neuberger Berman generates super-fast returns on LinkedIn



NEUBERGER BERMAN

Neuberger Berman is an employee-owned investment fund manager with a broad range of specialist funds and a strong institutional customer base. Its greatest growth opportunity lies in building awareness and forming relationships with the financial advisor community, giving access to new markets of potential investors. This is particularly true of Italy, where the fund was looking to increase its share of voice across the country's more than 30,000 active advisors.

Video Ads on LinkedIn enabled Neuberger Berman to build excitement and interest around its range of Thematic Investment funds, which package together investments in sectors likely to benefit from the roll-out of 5G technology. Powered by LinkedIn data, the marketing team were able to target the financial advisors most likely to respond, and retarget those who watched more than 30% of the films. Doing so helped to generate a 4.13% engagement rate – and drove leads at a CPL 61% below industry benchmarks.

Challenge

- Increase Share of Voice among Italy's more than 30,000 financial advisors
- Grow Neuberger Berman's distribution list of financial advisor contacts
- Generate engagement and opportunities for sales

Solution

- Video Ads establishing Neuberger Berman's thought leadership on 5G and raising interest in its specialist 5G investment fund
- Campaign targeting financial advisors working with banks that distribute Neuberger Berman's funds
- Retargeting those who watch more than 30% of the videos with white papers on 5G investment opportunities
- Integrated LinkedIn Lead Gen Forms

Why LinkedIn?

- Powerful reach among the financial advisor community
- Ability to target those most likely to respond – and retarget those engaging
- Proven video content platform

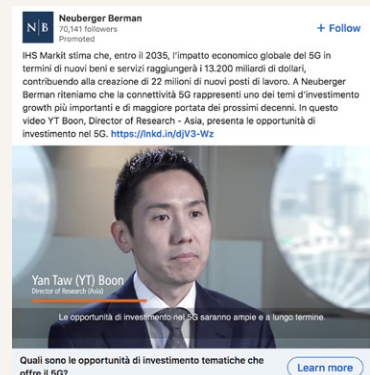
Results

4.13% engagement rate, 5x greater than industry benchmark

+2,400 clicks at a click-through rate (CTR) of 1.66%

61% Cost per lead (CPL) 61% below industry benchmarks

The employee-owned investment manager made its 5G fund the star of a full-funnel content campaign, dramatically increasing share of voice among Italy's financial advisors – and generating a stream of quality leads.



Showcasing the value of specialist investment expertise

The EMEA marketing team decided to focus its first intermediary campaign on Italy, which has a large financial advisor community and where there was plenty of room for Neuberger Berman to grow its share of voice. “We had a distribution list of around 10,000 financial advisors, which meant we were only talking to around a third of the market in Italy,” says VP Marketing Manager Italy, Mauro Peruccon. “Our mission was to amplify this and reach as many financial advisors as possible.”

To showcase the value of its specialist investment expertise, Neuberger Berman built a thought leadership content strategy around its range of Thematic Investment funds. Each video featured Neuberger Berman’s Director of Research, YT Boon, explaining a different aspect of 5G’s impact – and how investors can profit from it. “We focused on 5G because it’s such a hot topic in Italy,” says Mauro. “We created five videos tackling topics such as whether it’s the right time to invest, the benefits of 5G over 4G, which sectors will benefit and which countries are winning the 5G race.”

Targeting likely interest – and signals of engagement

LinkedIn provided a natural home for showcasing such thought leadership – and a powerful opportunity to put it in front of the most relevant and responsive financial advisors. “Almost every financial advisor in Italy has a profile on LinkedIn, and LinkedIn data means we can select those we would most like to reach and which content we want to share with them,” says Mauro. “Because we’re able to target by company, we could increase exposure to financial advisors associated with banks that distribute our funds.”

Besides focusing the campaign on the advisors most likely to engage, LinkedIn data also enabled Neuberger Berman to retarget those watching at least 30% of its videos. Promoting white papers on 5G investments enabled this second phase of the campaign to generate relevant leads for sales via LinkedIn Lead Gen Forms. As a result, the 6,000 engagements generated by the campaign converted to leads for sales at a cost per lead (CPL) 61% below the benchmark for financial services. “This campaign was all about engagement, leads and the quality of the sales conversations we could help start – and it excelled on all of these KPIs,” says Neuberger Berman’s Head of EMEA Marketing, Adam Brown.

“ I’m a massive fan of LinkedIn. It’s enabled us to target the right audience, reach out to those we don’t yet have a relationship with and to do so in a smart way. It keeps the Neuberger Berman name out there – and it establishes thought leadership. We’re seeing clients that we’ve never spoken to before getting in touch, asking for information and starting a conversation with a salesperson. That’s really powerful.”

Adam Brown
Head of EMEA Marketing,
Neuberger Berman



The screenshot shows a LinkedIn post from Neuberger Berman. The post header includes the company logo, name, 70,141 followers, and 'Promoted' status. The main text discusses the 5G revolution and the importance of connectivity. Below the text is an image of a 5G network tower and a diagram illustrating various connected devices and sectors: Smart home, Veicoli connessi (connected vehicles), and Stabilimenti connessi (connected plants). At the bottom, there is a call to action to download a white paper and the URL nb.com.