



Eurex gains new growth platform with LinkedIn Company Page

The leading derivatives exchange Eurex opened up key opportunities across global markets by building a communications strategy around its LinkedIn Company Page.

Eurex is one of the world's leading derivatives exchanges, offering a full range of European benchmark derivatives for traders. Putting LinkedIn at the heart of its communications strategy enabled Eurex Marketing to engage finance decision makers on a global scale, boost consideration of Eurex products in existing markets and build connections for growth in countries with the greatest strategic potential.

Eurex Marketing worked with LinkedIn to develop its Company Page into an effective showcase for its brand and products. A global follower campaign drove engagement with senior finance decision makers, with targeted display advertising helping to drive both brand and product awareness.

Challenge

- Drive broader consideration of Eurex products across Europe, the US and UK
- Build connections in key potential growth markets in Asia Pacific
- Increase engagement among decision makers in the derivatives field

Solution

- Updated Company Page promoting thought-leadership and Eurex products
- Status updates on key industry issues
- Follower campaign to drive engagement among finance decision makers
- Targeted display advertising promoting key Eurex products

Why LinkedIn

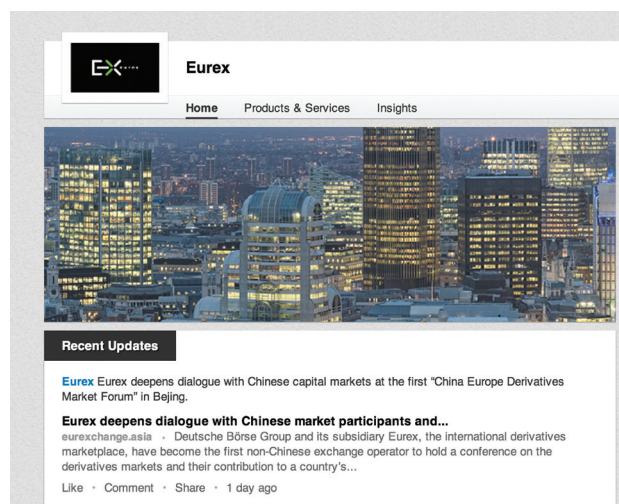
- Strategic alignment on increasing reach in Asia Pacific
- Targeting capabilities for reaching key finance decision makers
- Opportunity to leverage employees as influencers and thought leaders

Results:

- Company Page followers increased from 500 to over 13,000 in less than three months
- 81% of followers do not engage with Eurex on any other platform
- Display ad campaigns reached more than 800,000 of the target audience globally
- Followers are 42% more likely to consider engaging with Eurex and 43% more likely to recommend

Industry-leading engagement

Targeting a follower campaign at senior individuals and large companies within the finance sector boosted Eurex's follower base from 500 to over 13,000 in under three months, with more than half of these followers visiting the Company Page at least monthly. The number of Eurex Company Page followers now exceeds those of any other derivatives exchange, and 81% of these followers do not engage with Eurex through any other platform.



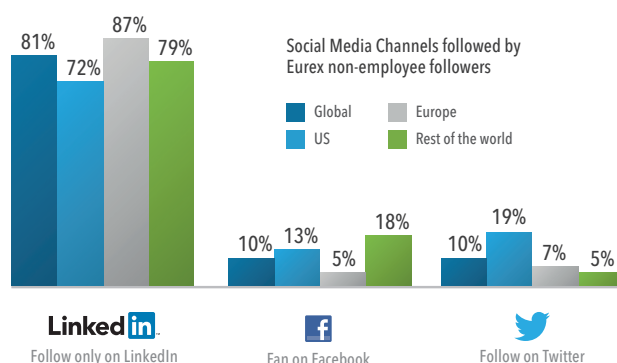
Building a brand presence across markets

Leveraging the updated Company Page enabled Eurex to build a strong brand presence while showcasing thought-leadership through status updates and inviting recommendations for key products. Additional display ad campaigns raised Eurex's brand profile across existing and potential markets. Eurex has successfully reached 1.2 million key professionals in the finance industry through advertising on LinkedIn, with a quarter of this audience occupying director-level roles and above.

Investing in followers delivers returns

Recruiting finance decision makers as followers has significantly increased their propensity to use Eurex products and recommend them to their networks: 71% are likely to recommend the Eurex Company Page, and followers are 42% more likely to consider engaging with Eurex and 43% more likely to recommend the exchange as a result of engaging with Eurex on LinkedIn. At the same time, internal training on the use of LinkedIn has encouraged employees to take a lead role on the platform.

8 in 10 respondents follow Eurex on the LinkedIn platform only



Aligning strategy for a long-term partnership

Asian markets represent a vital growth opportunity for Eurex, but one complicated by restrictive regulations. Establishing connections with decision makers and potential customers ahead of these markets opening up is a crucial part of Eurex's strategy - and LinkedIn's expanding presence in Asia Pacific provides a valued opportunity. Eurex Marketing is working with LinkedIn to develop Custom Groups in key Asian markets, and is exploring strategies for targeting decision makers specifically interested in derivatives.

"We have been able to build a really good partnership with the LinkedIn team, and that makes this more of a strategic relationship. We're able to make suggestions about how we'd like to see them using data in a more granular way, to target those thinking specifically about derivatives, and we can see the areas of greatest potential where the strategies of the two businesses align."



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