



**LOCATION**  
Copenhagen, Denmark

**NO. OF EMPLOYEES**  
1,500

**INDUSTRY**  
Investment Banking

## Saxo Bank Drives Targeted Engagement in New Markets with Lookalike Audiences

### Challenge:

Based in Copenhagen, Saxo Bank is a global player in the fintech space, specializing in online trading and investing. Seeking to grow its presence in key markets, Saxo is focusing on regions such as the UK, Singapore, Australia, Hong Kong, and the UAE. Building meaningful awareness in newer geographies can be a challenge so Saxo Bank wanted to ensure that it was reaching quality, relevant audiences.

*“Lookalike Audiences performed better for us than other campaigns in terms of the video metrics.”*



**Camilla Moe Bogen**  
Head of Social Media, Saxo Bank

## Solution:

In order to target individuals in these markets with professional attributes similar to their current customers, Saxo Bank took advantage of the Lookalike Audiences feature on LinkedIn. This tool enabled them to automatically create target segments with important similarities to their own lists. Saxo then used these audiences for Sponsored Content and Video Ad campaigns. Having found success with similar capabilities on other platforms, the team was excited to see how it might impact their LinkedIn campaigns. “Lookalike audiences are very important and quite valuable to us,” says **Camilla Moe Bogen**, Head of Social Media. “So we’re very happy to use that and to test it.”

## Results:

When testing Lookalike Audiences with their LinkedIn ads, Saxo Bank noticed immediate improvements in engagement, with video campaigns outpacing benchmarks for both view-through rate and completion rate.

**34%** **View-Through Rate**  
on Video Ads with Lookalike Audiences (Benchmark: 28%)

**26%** **Completion Rate**  
on Video Ads with Lookalike Audiences (Benchmark: 21%)

“I would definitely recommend testing it,” says Camilla Moe Bogen, adding that lookalikes have been a resounding success for their program across all channels.

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