# Key Performance Indicators for the campaign

Exceptional members mean exceptional results

## About Acxiom

Targeting affluent consumers

Case Study: LinkedIn 2020

### Business Insider, 2020

### Interpret, 2020

Marketing in the financial services industry is intensely competitive.

### Win a pool of consumer investment that's estimated at more than $145 trillion today

The world's top firms are vying for a pool of consumer investment that's estimated at more than $145 trillion today.

### Ambitious and financially empowered LinkedIn members are more educated, have more money to spend, own more assets, and want to buy more

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### LinkedIn members have more money to spend

More LinkedIn members currently own investments or insurance than members on other platforms.

### How they did it: On a platform of trust

By sparking targeted dialogue with LinkedIn's membership, one asset management firm engaged an audience that already provides a receptive audience within which to tap a receptive audience of affluent consumers.

### How much do you value the following content? Answer: “At least somewhat valuable”

LinkedIn makes people receptive to financial content on LinkedIn

### How likely are you to see deceptive content on [platform]?”³

People trust the content they find on LinkedIn

### “Which of the following financial products/investments do you currently own?”

When asked, “Which of the following financial products/investments do you currently own?” respondents replied:

- Stocks
- Bonds
- Mutual funds
- ETFs
- Annuities
- Certificate of deposit
- Money market
- 401(k)/IRA
- Other

Recent studies show that financial advisors are more successful in converting leads to new revenue when they attribute new deposits totaling $7,454, the cost of the campaign.

How wining consumer campaigns are built on a platform of trust

LinkedIn is different from other platforms.

### How much do you know the name of the asset manager brand?

People trust the content they find on LinkedIn

### Are you more likely to accept financial advisor recommendations if they know the name of the asset manager brand?

LinkedIn members trust the platform

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### Greater receptivity to brand messages.

Not all audiences are equal. That trust is reflected in greater receptivity to brand messages.

### Targeting affluent consumers

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## Conclusion

LinkedIn marketing partners make the differences in targeting and measurement.

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