

Case Study: Targeting affluent consumers pays big dividends



Marketing in the financial services industry is intensely competitive. The world's top firms are vying for a pool of consumer investment that's estimated at more than **\$100 trillion today** and could hit **\$145 trillion by 2025**. In this landscape, success hinges on the focused pursuit of new markets, new customers, and new ways to reach them.



Recently, one of the world's largest asset managers used a finely tuned acquisition campaign on LinkedIn to tap a receptive audience of affluent consumers already in the market for financial services products.

After a closed-loop analysis by Acxiom, the firm was able to attribute new deposits totalling **5,454x the cost of campaign**.

About Acxiom

Leverage data and analytics to drive better business impact. As a certified LinkedIn marketing partner for audiences, Acxiom supports brands with a full suite of cross-channel campaign measurement services.

“Our multi-faceted partnership and integration with LinkedIn allows marketers to reach and engage audiences on this top-tier platform, complementing the powerful targeting elements LinkedIn already provides advertisers while enabling world-class campaign measurement.”

John Baudino, SVP Data & Identity, Acxiom



Exceptional members mean exceptional results

Key Performance Indicators for the campaign

Number of new appointments with financial advisors



169%

lift in new appointments with financial advisors

Number of new accounts opened



96%

lift in new accounts opened

Amount of new revenue



273%

lift in driving new revenue

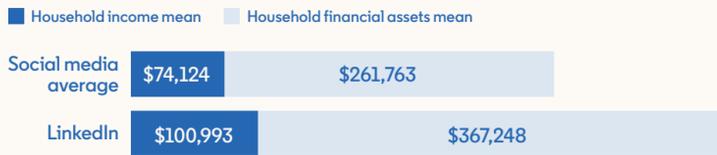
How they did it: An unmatched membership

Not all audiences are equal.

By sparking targeted dialogue with LinkedIn's membership, one asset management firm engaged an audience that has more money, owns more assets, and wants to buy more financial products than members on other platforms.

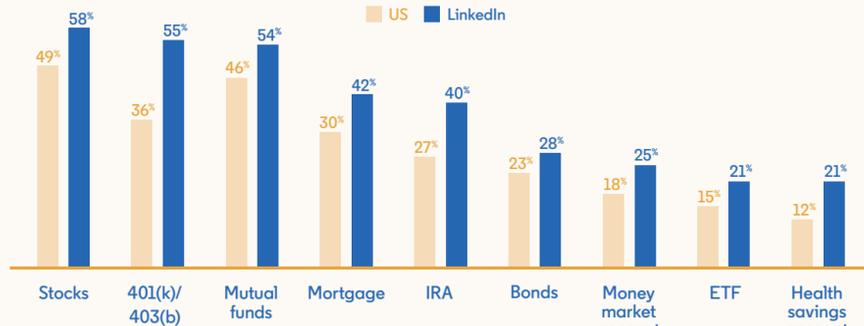
LinkedIn members have more money to spend

2020 mean annual income by platform¹



More LinkedIn members currently own investments or insurance

When asked, "Which of the following financial products/investments do you currently own?" respondents replied¹:



LinkedIn members are more educated, ambitious and financially empowered

LinkedIn vs Competitor platforms average



Completed college and more²



73% > 63%

Advanced their career in the past year²



61% > 55%

Confident managing personal finances¹



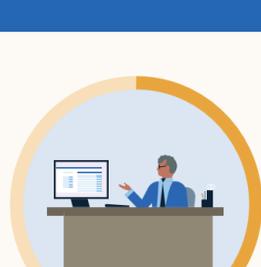
59% > 53%

Winning consumer campaigns are built on a platform of trust

LinkedIn is different from other platforms.

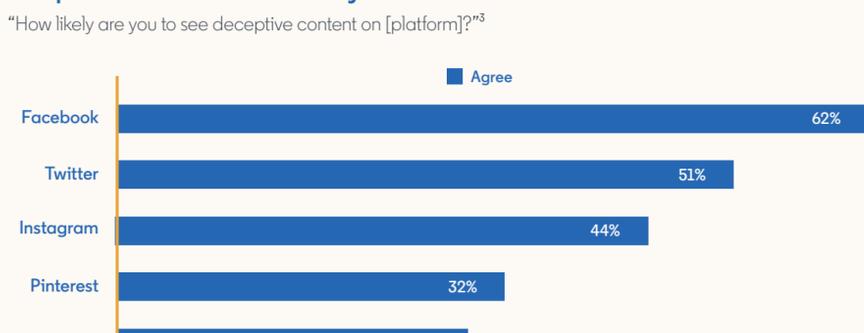
LinkedIn members trust the platform more than others. That trust is reflected in greater receptivity to brand messages.

In recent research conducted by Greenwich Associates in partnership with LinkedIn, **54%** of investor end-clients are more likely to accept financial advisor recommendations if they know the name of the asset manager brand.



People trust the content they find on LinkedIn

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



LinkedIn makes people receptive to financial content on LinkedIn

How much do you value the following content? Answer: "At least somewhat valuable"

Insights from leaders and industry experts



+55%

Ways to improve my finances



+45%



LinkedIn marketing partners make the difference in targeting and measurement.

In addition to providing one of the initial audiences for the campaign, Acxiom provided the closed-loop reporting that allowed the firm to attribute the campaign to new money invested. This provided key insights to understand the campaign's success, ROI, and inputs for an extended program.

Conclusion

Learn more about how LinkedIn and our marketing partners can help you engage with consumers looking to invest in financial services products.



¹Forrester, 2020
²Interpret, 2020
³Business Insider, 2020