How National Australia Bank used LinkedIn carousel ads to engage its audience with insights on the 2018 Australian Federal Budget

**OBJECTIVES**

01. To position NAB as the bank that backs businesses when it really matters
02. To create new and deeper customer relationships by sharing valuable insights
03. To deliver insights in an innovative and engaging way

**TARGET AUDIENCE**

- **Seniority**
  - Business Owners
  - Key Decision Makers
- **Industry**
  - Agribusiness
  - Health
  - Hospitality
  - Retail

**WHY IT WORKS**

- TELL A COMPLETE STORY WITH A SERIES OF SWIPEABLE CARDS
- PRESENT MULTIPLE INSIGHTS IN A SINGLE AD
- ENGAGE AUDIENCE WITH QUICK, SNACKABLE CONTENT

**RESULTS**

ACHIEVED ABOVE THE REGIONAL BENCHMARK ON ENGAGEMENT AND CTR

**National Australia Bank**

- Australia’s largest business bank, with a 160-year heritage
- Serves 9 million customers across more than 800 locations in and beyond Australia

"During a macro event which impacts everyone in Australia, the LinkedIn carousel hooked our audience in with a relevant insight and encouraged them to interact with the ad and scroll deeper to reveal further insights."

Melissa Tabuteau, Consultant, Business Content and Social Media Marketing, National Australia Bank

"The carousel ad format gives us the opportunity to tell a cohesive story and prime our target audience for further engagement. It ensures that they enter our landing page with a better understanding of what we’re trying to tell them."

Corey Topp, Digital Strategist, iProspect® Australia New Zealand