



A CAROUSEL SUCCESS STORY

OBJECTIVES

01

To position NAB as the bank that backs businesses when it really matters

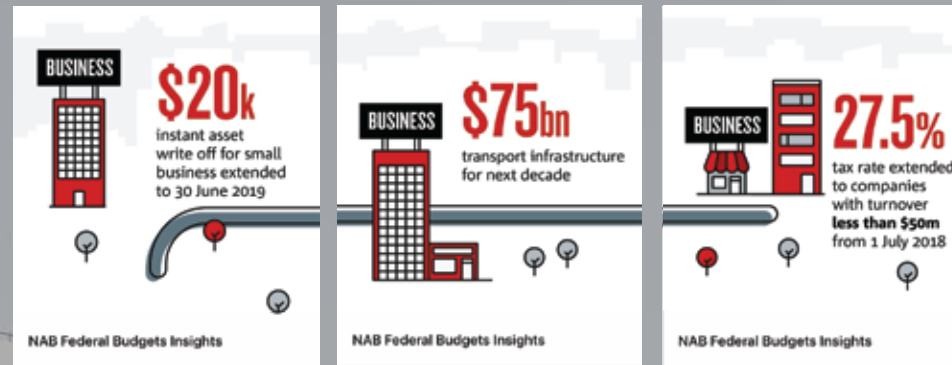
02

To create new and deeper customer relationships by sharing valuable insights

03

To deliver insights in an innovative and engaging way

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



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

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

“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