



LSEG Drove 61% Lower CPMs with LinkedIn CTV

Meet LSEG

LSEG (London Stock Exchange Group) is a leading global financial markets infrastructure and data provider with a worldwide presence in over 170 countries. They help more than 40,000 customers fund innovation, manage risk and create jobs by partnering at every point in the trade lifecycle - in data and analytics; indices; capital formation; and trade execution, clearing and risk management - and across multiple asset classes.

Explore The Journey

Goal: LSEG wanted to reinforce its market positioning and brand perception following multiple acquisitions, which expanded its offerings. The primary objective was to generate wider reach and engagement through an educational campaign, leveraging video content to tell the story, with a focus on maximizing video completion rates for the greatest impact.

Strategy: LSEG integrated CTV into their first ever global multi-channel campaign to increase reach and engagement with key decision makers in a new, immersive format. Through a fun and engaging, “eye-catching” video commercial, LSEG was able to widen reach with key decision makers, while growing trust and engagement at optimal frequencies.

“Paired with LinkedIn targeting capability LinkedIn CTV is a game changer because of captive audience and un-skippability”

- Rob Coble, Head of Social



Metrics

- 11% increase in "brand trust" with decision makers (measured by Nielsen brand lift)
- 61% lower CPM when leveraging CTV
- 6.8x increase in completed view rate for CTV

A Full Suite of Ad Tools

- **Ad Formats:** Connected TV (CTV), LinkedIn Audience Network (LAN), In-feed Video Ads
- **IP Targeting Data:** Industry, Seniority, Job Title

The Results

The campaign successfully leveraged CTV as a strategic placement, driving improved brand perception, higher video completion rates, and incremental reach among the target audience at a lower cost per full video completion.

↓ 61%

Decrease in CPM

↑ 6.8X

Lift in Completed View Rate

when comparing CTV to in-feed video ads.



Region: Global
No of Employees: 10K+
Industry: Financial Services



CSM: Pri Phalod
AE: Susie Thomas