

Merging reach and control maximizes returns for IG

The premium online broker used the LinkedIn Audience Network to multiply the value of LinkedIn's sophisticated targeting capabilities, doubling down on its best source of high-value clients.

As any experienced trader knows, when you have an investment that's delivering high-quality returns you want a way to increase your exposure – and maximize the value of those returns. The advanced trading platform IG was able to do exactly that by scaling up its LinkedIn campaigns through the LinkedIn Audience Network. Doing so halved the cost of impressions, reduced the cost of clicks by 87% and generated not just more sign-ups to IG's service – but more active investors on its platform.



The Challenge



- Target professional-standard investors, suitable for IG's advanced trading platform
- Reach and engage the target audience at scale
- Maximize the impact of IG's budget in driving clicks and platform sign-ups
- Maintain conversion quality with a high proportion of sign-ups becoming active traders

Why LinkedIn?



- Range of targeting options enabling IG to reach a relevant audience of expert investors
- Power of the LinkedIn Audience Network to reach these likely investors at scale
- Creative control with previews of all ads running on the network to ensure regulatory requirements are met

Solution



- Targeting likely investors by seniority, reaching those with investable income and experience, regardless of age
- In-feed ads, running on LinkedIn and the LinkedIn Audience Network

Results

50%

The LinkedIn Audience Network halved cost per impression (CPM) for the campaign.

87%

Cost per click (CPC) reduced by 87% overall, as the LinkedIn Audience Network delivered big increases in views of IG's sign-up page.

Highest

LinkedIn and the LinkedIn Audience Network delivered the highest conversion rate of all channels, and the highest ratio of first trades to sign-ups.

Sophisticated targeting delivers quality conversions

How do you identify a professional-standard investor? Someone who can thrive on an advanced online trading platform where they can place investments and move money in milliseconds? And how do you reach those investors in numbers that add up for your business? That was the challenge for IG and its Paid Media Manager Maciej Witalis – and it was clear from the start that LinkedIn data provided the key to solving it.

“Our audience is more advanced and more niche than the mainstream online trading platforms that are encouraging people to get started with investing,” explains Maciej. “The professional investors that we are interested in are often younger than the profile that was associated with investing a few years ago, and so targeting by age and demographic, as most channels do, excludes them. On LinkedIn, we can target by seniority and years of experience – and this correlates much more closely with investable income.”

This sophisticated targeting capability meant that campaigns on LinkedIn delivered not just impressions and clicks, but high-quality conversions that would go on to become active traders on the IG platform.

“From the start, we were very happy with the quality of the leads from LinkedIn,” says Maciej. “The sign-up to first trade ratio and the client value were better than we got through any other channel. The challenge we then had was increasing the scale and the quantity of leads.”

Scaling up impact while cutting CPM

When LinkedIn first approached Maciej with a solution to that challenge, he had concerns. “Our account team suggested the LinkedIn Audience Network as an opportunity to increase reach while still maintaining the same targeting and quality,” he says. “But my response was that we couldn’t use audience networks because of the compliance risks. When we’d run similar campaigns with other platforms, we weren’t able to see previews of our ads and so couldn’t ensure that our risk warnings were displaying the way we needed them to. The team explained that with LinkedIn Audience Network, you do get previews of all your ads, and so we were able to go ahead.”

That creative control opened the door to reaching the same high-quality, relevant audience at greater scale – and within 48 hours, Maciej started to see results. “We could see our unique reach and the number of views on our sign-up page climbing significantly higher,” he recalls. “We knew that every view of that page meant a higher chance of people signing up as the quality of traffic that LinkedIn targeting delivers is so high. We were getting a higher volume of conversions for the same price.”

The LinkedIn Audience Network halved the cost of impressions for IG’s LinkedIn campaign, while reducing the cost of clicks by 87%. So successful was the approach that IG is now leveraging the LinkedIn Audience Network across other areas of the business as well. “We’ve recently launched employer branding campaigns on the LinkedIn Audience Network and the traction was really strong for those as well,” says Maciej. “For campaigns like that, the extra reach means that we’re able to use LinkedIn as our exclusive channel.”



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When we started running campaigns on the LinkedIn Audience Network, we were able to halve our CPM and cut the cost of clicks 87%, while still using LinkedIn’s unique targeting features and generating high-quality conversions. Within two weeks we were using the LinkedIn Audience Network for all our campaigns.”

IG



Maciej Witalis
Paid Media Manager, IG