



## Smarter introductions unlock new markets for Swissquote

### Targeting finance influencers across markets holds the key to growing the online bank's business in the Gulf region

In order to grow its online financial services business in the Gulf, Swissquote needed a means of targeting key financial influencers. Through these brokers, financial advisors and asset managers it could engage business decision-makers and high-net-worth individuals with its foreign exchange services. LinkedIn's capacity to target influencers with compelling, personalised messaging has quickly established a valuable roster of partners - and a pipeline of high-quality business leads.

#### The Challenge:

- Target introduction brokers, financial advisors and asset managers at scale
- Reach the audience across different Gulf markets
- Engage these influencers with the value of Swissquote's foreign exchange services
- Establish a network of influencer contacts for Swissquote's Dubai office
- Build a pipeline of highly qualified business leads

#### The Solution:

- LinkedIn segmentation focusing the campaign on relevant finance professionals
- Sponsored InMail delivering personalised messages

#### Why LinkedIn?

- The only advertising and marketing platform able to reach a specific professional audience, at scale, across all relevant markets
- Heightened engagement within a professional environment
- Strong visibility, impact and response rates for Sponsored InMail

#### The Results:

- Open rate of 81% and click-through rate of 5.6% for Sponsored InMails
- Highest response rate of any Swissquote direct marketing campaign targeting professionals
- Network of 300 influencer contacts established
- Partnership agreed with financial services firm, providing access to 100,000 high-net-worth individuals in the region
- Pipeline of over 20 high quality sales leads for foreign exchange services

## Identifying finance influencers at scale

Decisions regarding foreign exchange and online trading involve many different, well-informed influencers. Swissquote had identified the need to reach out and engage these influencers as crucial for the expansion of its business in the Gulf region. However, finding a platform that could identify and reach them at scale had proved a significant challenge. On LinkedIn, the marketing team found the potential to target three key types of financial advisor with precision: introductory brokers, financial advisors and asset managers. Just as importantly, they could reach them across all of Swissquote's key markets in the region.

## Maximising reach with a high-impact approach

Sponsored InMail enabled Swissquote to maximise the opportunity that LinkedIn targeting represents, delivering relevant personalised messages to different influencers with guaranteed deliverability and impact. Exclusivity within the LinkedIn inbox ensured the attention of time-poor finance professionals, driving an open rate of 81% and a click-through rate of 5.6%. These are the highest response rates that Swissquote has ever experienced for a professional direct marketing campaign.

Engagement on LinkedIn quickly translated into tangible business benefits. Swissquote now has a network of more than 300 influencer contacts in the Gulf region, with one partnership providing access to over 100,000 high-net-worth individuals. Through these influencer contacts, the bank has built a pipeline of more than 20 high-quality sales leads.



**Partner with a Swiss Bank**

Dear Jamie,

I am pleased to offer you to discover business solutions with Swissquote Bank – one of the most trusted and recognized institutions in the online banking and financial services industry since 1997.

Headquartered in Switzerland, Swissquote Bank is regulated by FINMA, while its **subsidiary and representative office in Dubai hold licenses from the Central Bank of UAE and the DFSA.**

Take advantage of our attractive packages for :

**Introducing Brokers**

- Attractive remuneration scheme : **up to 50% of the spread charge**
- Customized partnerships plans, such as **fixed commission, spread mark up and/or rebate**
- **Wide range of investment products** with competitive trading conditions

**Money Managers**

- **Flexible and attractive remuneration solutions** : spread mark or fixed commission and profit sharing
- **Multiple trade allocation tools** for MetaTrader and Advanced Trader
- **Multiple allocation methods (lot, percentage, equity, etc).**

And much more to ensure that you and your clients find the right financial instruments to **seize all trading opportunities.**

I look forward to speaking with you soon!

Instruments to seize all trading opportunities.

I look forward to speaking with you soon!

*“The targeting possibilities that LinkedIn offers were highly effective for our objective of recruiting new Introducing Brokers and Money Managers, and expanding our business in the Gulf Region. We have never seen such high response rates for a direct marketing campaign addressed at a professional audience.”*



**Jan De Schepper**  
Marketing Director  
Swissquote Bank