



OANDA diversifies, generating leads through static imagery on performance video



OANDA is a leader in currency data, offering forex & CFD trading, corporate FX payments and exchange rates services for a wide range of organizations and investors.

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The challenge

The finance sector does not traditionally use YouTube as a performance platform. The Singapore market was relatively new for OANDA and already had some key competitors. They needed to “think outside the box” whilst ensuring that they maintained their tight CPA goals, while only using macro conversions in the process. In addition to this, they were, restricted with creative content due to regulation and assets.

The approach

We used media planner to predict the reach, conversions and CPA that we would expect through previous converting audiences that we saw on the display platform. We provided imagery and OANDA’s brand policy content to the Premium Creative team and they produced over 10 videos for OANDA using static images in just 5 days.

The results

Following the results of this campaign, OANDA and their agency now see the value of YouTube as part of their holistic digital strategy. OANDA plans to expand the use of YouTube across all existing/new markets to drive performance. They are now pioneers in the Finance industry marketing space, with their agency WMG now using them as a great example of how to attract and retain clients in a challenging industry.

“We are delighted with the results of our YouTube for action test in Singapore, the results driven exceeded our expectations. We have now built YouTube into our activity plans for the next Quarter”.

—Erica Li, Global Digital Acquisition Manager at Oanda

100+ **\$250k+** **Over 1.2m**

Sign ups to forex/trading account over 6 week period

In revenue based on sign ups & average deposits over 6 week period

Engagements over 6 week period

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