

# Delivering media buying strategy for forex trading

## Data-led customer acquisition

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Award-winning global corporation, OANDA, is a leader in foreign exchange (FX) trading services, currency and data analytics. Working in such a competitive market, OANDA leveraged Experian's Mosaic insights to complement the in-house acquisition strategy and develop a media buying approach that would grow, and increase the value of, the trading base.

### About

OANDA has come a long way since their first currency feed 23 years ago, they are an award-winning global company offering leading currency solutions for both retail and corporate clients, from a tech start-up to a global corporation. Founded in 1996, they became the first company to share exchange rate information on the internet free of charge and in 2001, they launched a trading platform that helped pioneer the development of online-based trading around the world, enabling forex and CFD investors the ability to trade the financial markets. Their vision is to transform how their clients can meet all of their currency needs with innovative and award-winning solutions.

### Challenge

Having established themselves on the global stage and developing a successful digital acquisition approach, the OANDA team felt that combining this with a greater level of insight on their consumers could drive further efficiencies and help them understand those most likely to be valuable.

### Solution

Working alongside the Global Acquisition team, Experian built on OANDA's existing approach. Utilising Mosaic and wider data assets, Experian's media trading team established a comprehensive understanding of customer personas. The next stage consisted of working with OANDA to further optimise the media strategy to leverage insights and enhance buying tactics across social and programmatic channels.

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### Results

Thanks to Experian's expertise in data and advertising technology, the team enabled OANDA to reach new high-quality audiences across programmatic and paid social channels. By implementing a mix of upper, mid and low funnel strategies, across multiple devices, OANDA's digital activity succeeded in driving more brand engagement and improved performance.

This combined approach was so successful that OANDA is now extending it to more territories.

Over the relationship, OANDA has seen significant growth in customer acquisition. The number of accounts opened via the channels in key markets has doubled without any increase in overall cost-per-acquisition (CPA).

In addition, the proportion of live accounts opened increased by 28%, while the CPA of live leads dropped by 23%.

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“Experian has become an extension of our internal digital team. Working together we have been able to increase efficiencies by leveraging their granular data insights, which has resulted in our ability to achieve additional efficiencies across already highly optimised campaigns. The combined team's approach has delivered excellent data-driven campaign execution alongside supporting innovation and we are excited about developing our partnership in the future.”

— Chantelle Johnson, Global Director of Acquisitions, OANDA

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