



STROSSLE



CASE STUDY:

The Santander Group is a group of global retail and commercial banks with over 125 million customers and over 14,000 branches — more than any other bank in the world. Santander is also one of the top five financial brands in the world. In the Nordics, Santander focuses on the consumer segment under the brand name Santander Consumer Bank. They have over 1400 employees in Denmark, Finland, Norway and Sweden. They have a wide product offering for consumers such as consumer loans, savings accounts, credit cards and vehicle financing.

SANTANDER

The Challenge

The competition amongst Danish banks in the consumer segment is fierce; despite this, Santander has managed to grow their business and market share over the last few years. One of their strategies has been to leverage content marketing in their advertising. The center of their content marketing efforts is the Santander Magazine, which features full length articles about everything from private economy, cars and leisure. But having content is not worth anything if no one reads it. Therefore, Santander have a

broad distribution strategy for their magazine where they use search, social media and Strossle to distribute their magazine. Strossle distributes Santander's magazine articles to publishers across Denmark. The articles are promoted in an editorial context through the Strossle widget together with the normal editorial articles from each publisher. Strossle and Santander evaluate the visitor engagement data and continuously pick the best articles to distribute each month.

"IT IS EASY TO WORK WITH STROSSLE. THEY HELP US ATTRACT NEW READERS, AND WHEN WE EVALUATE THE DATA FROM OUR VISITORS, BOTH BUYING INTENTION AND BRAND RECOGNITION INCREASES."

MIKKEL KRUSE
HEAD OF PAID DISTRIBUTION,
BRAND MOVERS

THE CAMPAIGN

THIRD-PARTY PROVIDER AUDIENCE PROJECT WERE HIRED TO FURTHER MEASURE THE EFFECTS OF THE SANTANDER CAMPAIGNS. THEY CREATED TWO GROUPS: ONE THAT HAD SEEN THE CAMPAIGN AND ONE THAT HAD NOT. THEY THEN ASKED BOTH GROUPS THE SAME QUESTION:

IMAGINE YOU WOULD TAKE OUT A LOAN FROM A BANK:
WHICH WOULD YOU CHOOSE?

PEOPLE WHO HAD NOT
SEEN THE CAMPAIGN:

3%

PICKED SANTANDER

PEOPLE WHO HAD
SEEN THE CAMPAIGN:

18%

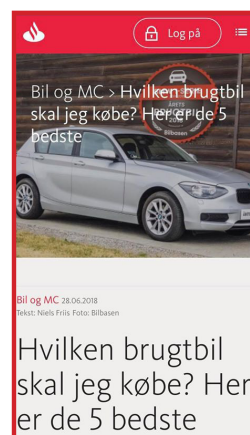
PICKED SANTANDER

The options presented were Santander, four key competitors, 'don't know' and 'other'

In the group that had not seen the campaign, only 3% picked Santander. However, in the group that had seen the campaign, 18% picked Santander. That is an increase by a factor of 5, which placed Santander at first place in this group, scoring even better than Danish consumer loan giant Jyske Bank, which was not the case in the group that had not seen the campaign.

ARTICLES

THESE HAVE BEEN THE FIVE MOST POPULAR ARTICLES SO FAR:



“STROSSLE HELPS US TO MAXIMIZE THE IMPACT OF OUR CONTENT MARKETING CAMPAIGNS.”

MIKKEL KRUSE
HEAD OF PAID DISTRIBUTION,
BRAND MOVERS