

Impact of Social Media on Financial Products

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@Urielac

Views and content are my own



WAIT 1 MINUTE... WHILE I CONNECT TO THE INTERNET



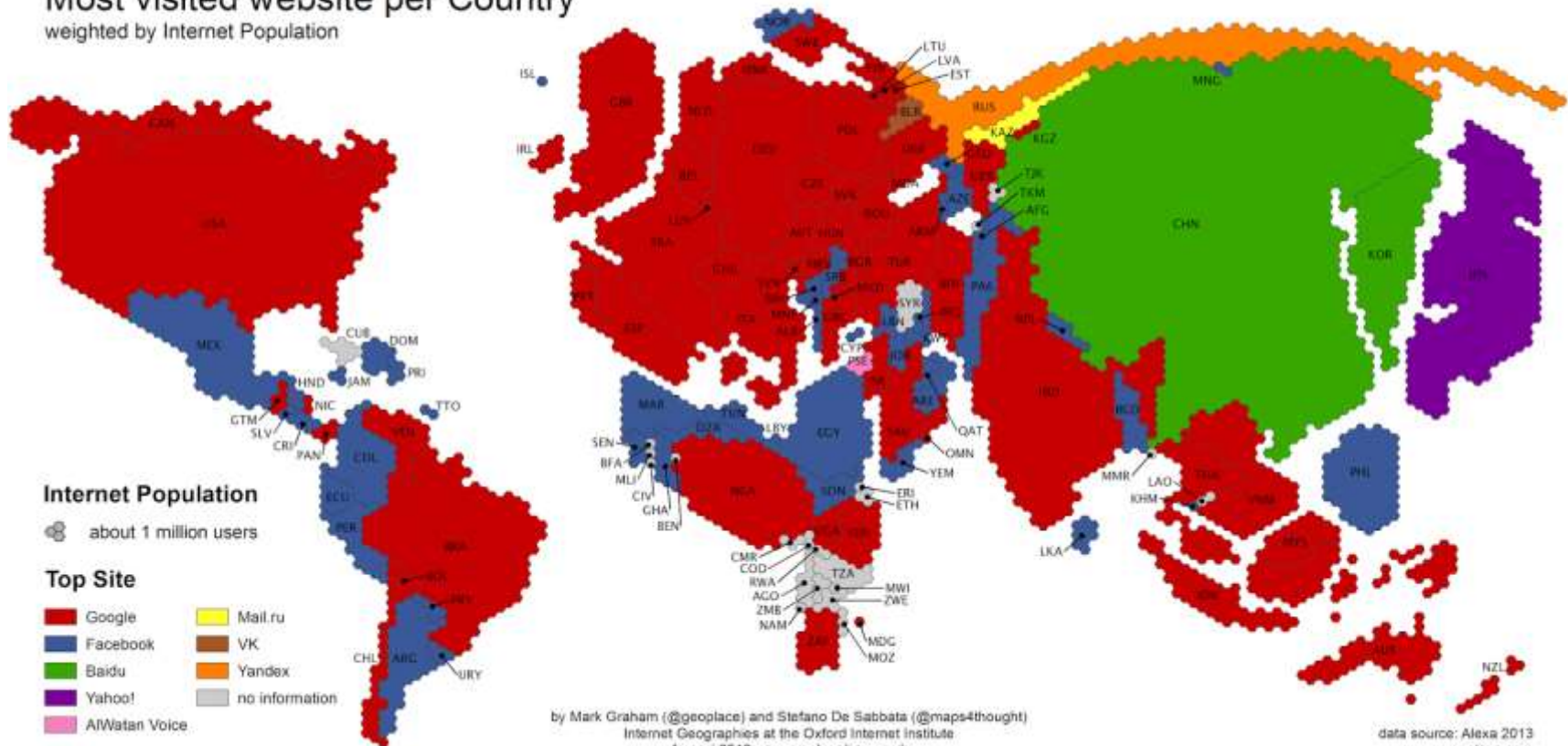
SAXO BANK'S TRADING PLATFORM



DIGITAL MARKETING MEGA TRENDS

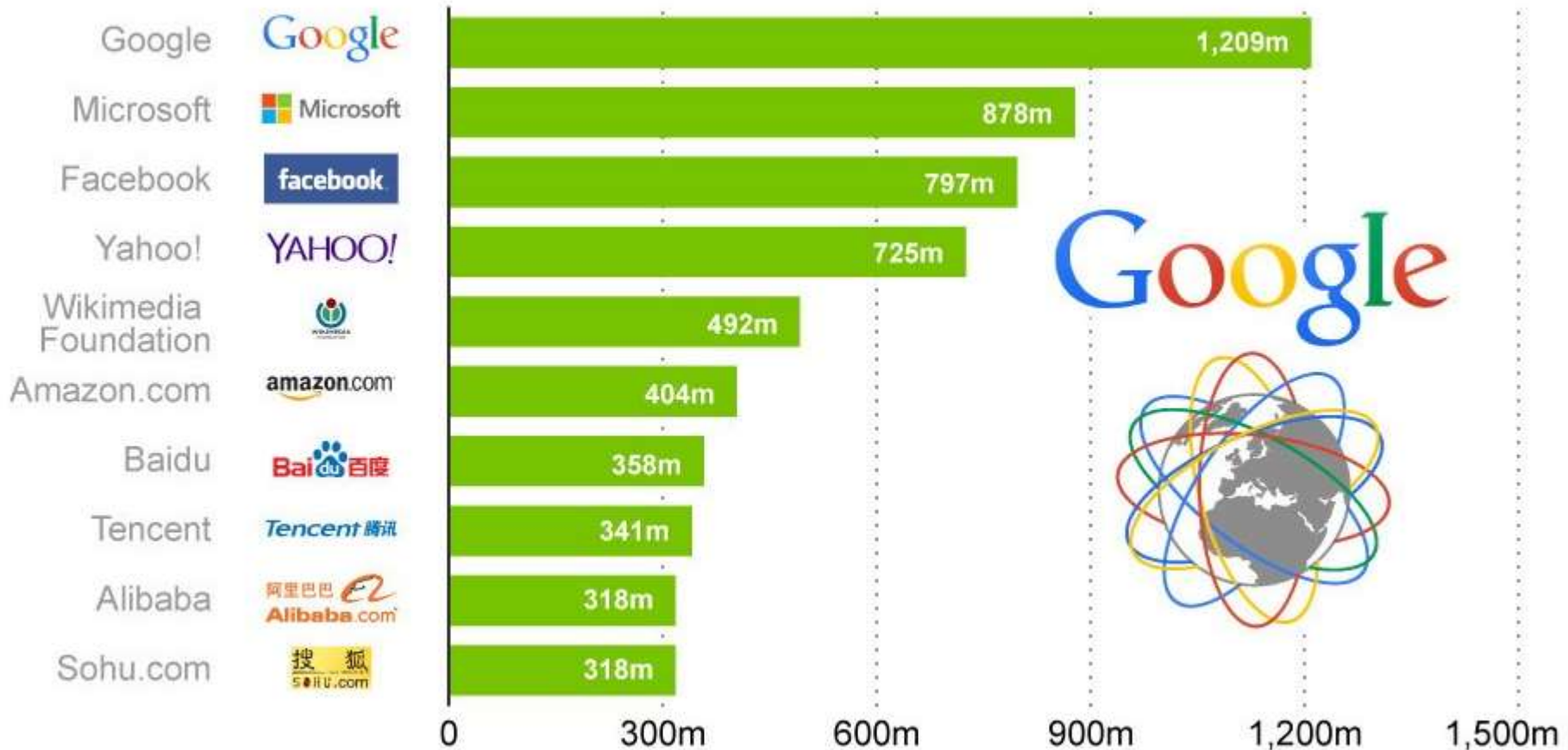
GOOGLE RULES THE INTERNET...

Most visited website per Country
weighted by Internet Population



GOOGLE RULES THE INTERNET SINCE 2007...

...THEY SEEM TO OWN IT ALL: YOUTUBE, ANDROID, DOUBLECLICK, GOOGLE+, GOOGLE GLASS



THE LARGEST SHARE OF DIGITAL AD REVENUE...

...BY FAR

Net Digital Ad Revenue Share Worldwide, by Company, 2012 & 2013

% of total digital ad revenues

	2012	2013
Google	31.40%	31.91%
Facebook	4.11%	5.64%
Yahoo!	3.37%	2.87%
Microsoft	2.92%	2.85%
IAC	1.26%	1.24%
AOL	1.02%	0.94%
Amazon	0.51%	0.59%
Twitter	0.26%	0.50%
Pandora	0.36%	0.46%
LinkedIn	0.25%	0.31%
Millennial Media	0.07%	0.12%
Other	54.48%	52.57%
Total digital (billions)	\$104.22	\$119.52

Note: includes advertising that appears on desktop and laptop computers as well as mobile phones and tablets, and includes all the various formats of advertising on those platforms; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; numbers may not add up to 100% due to rounding

Source: company reports, 2012 & 2013; eMarketer, Dec 2013

166395

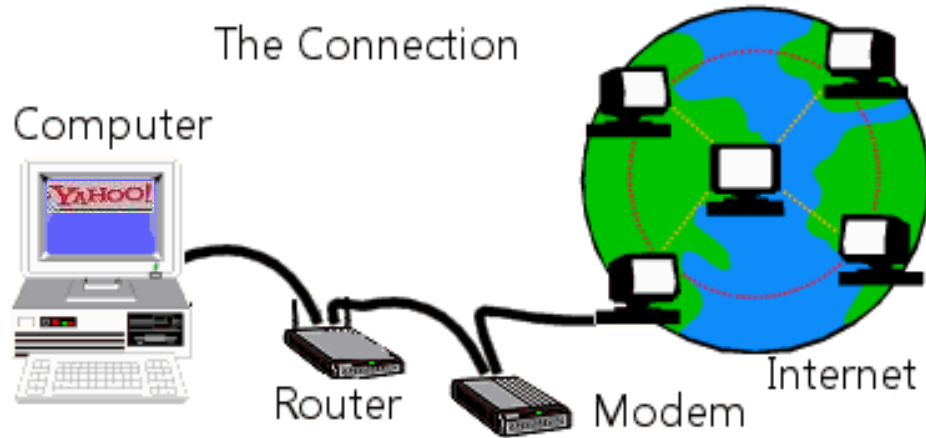
www.eMarketer.com

6 X MORE THAN FB

11 X MORE THAN YAHOO!

NO NEED TO CONECT, OPEN BROWSER AND SEARCH...

...INFORMATION COMES TO YOU



WE WAKE UP AND GO TO SLEEP CONNECTED!

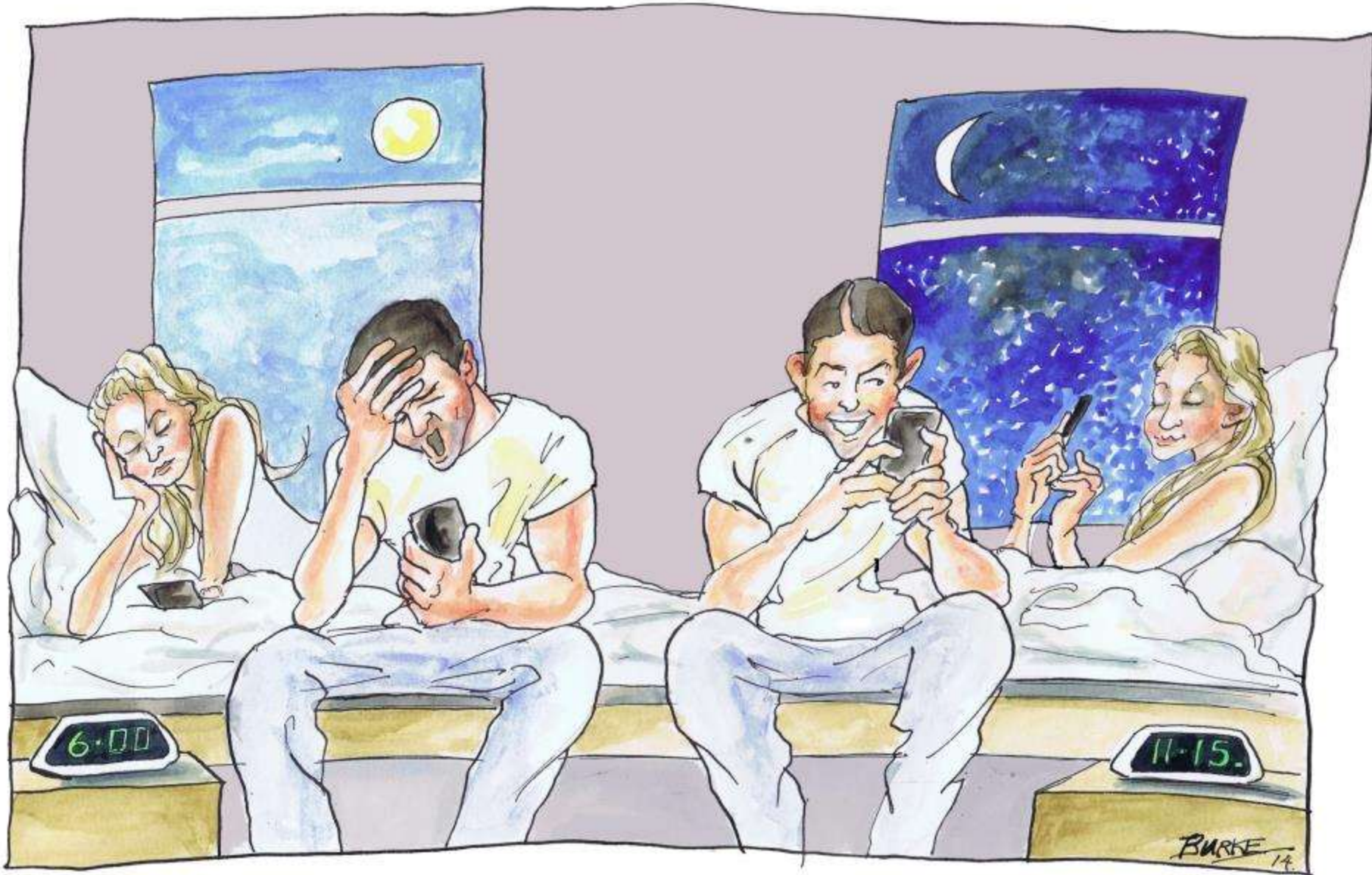
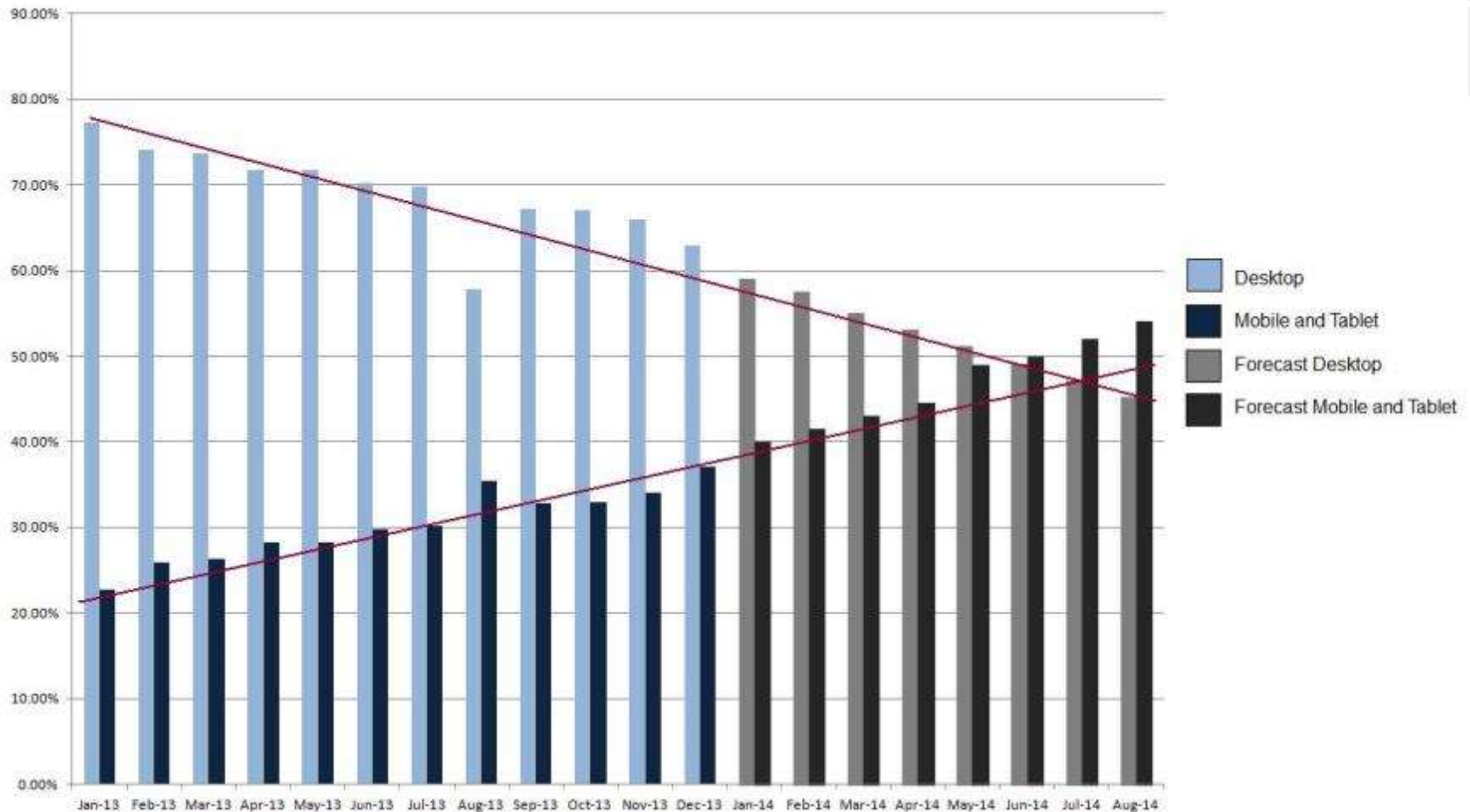


Chart: Desktop and mobile traffic share 2013 with forecast for 2014 (January 2013-July 2014)



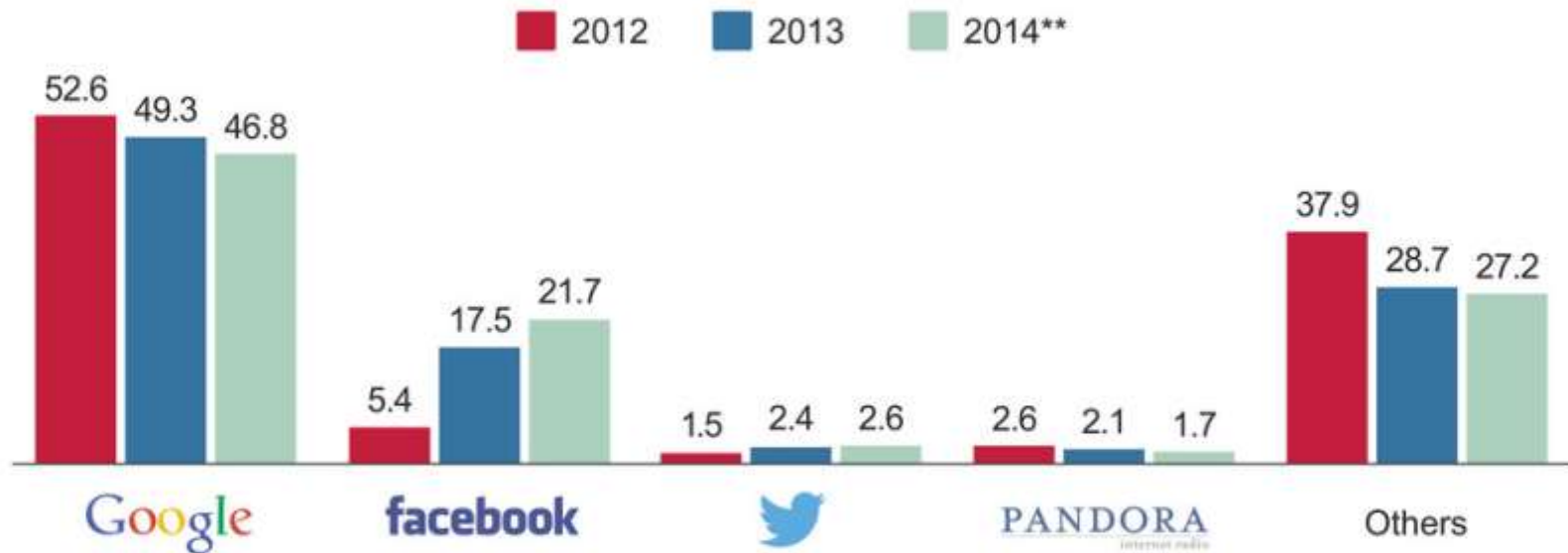
Source: Intelligent Positioning

GOOGLE STILL AHEAD...

...BUT FACEBOOK IS ON THE RIGHT SIDE OF THE TREND

Google and Facebook Account for 2/3 of Mobile Ad Dollars

Share of mobile Internet ad revenue world-wide (in %)*



*net ad revenues including display and search ads on smartphones and tablets **forecast

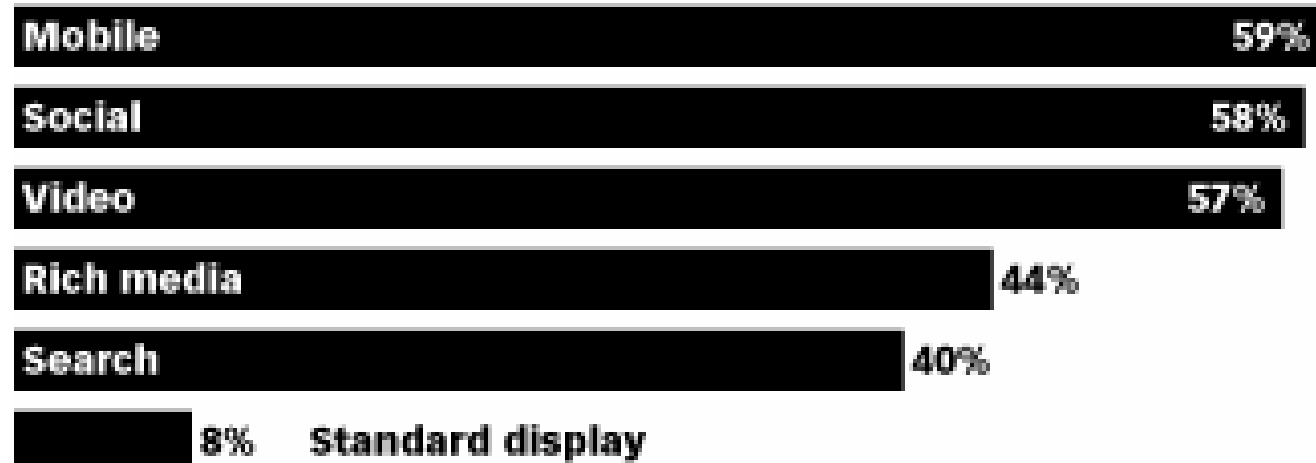
THE WALL STREET JOURNAL.

Source: eMarketer  **statista** 

2 X MORE THAN FB

Financial Brands Worldwide that Expect to Increase* Digital Marketing Spending in 2013, by Channel

% of respondents



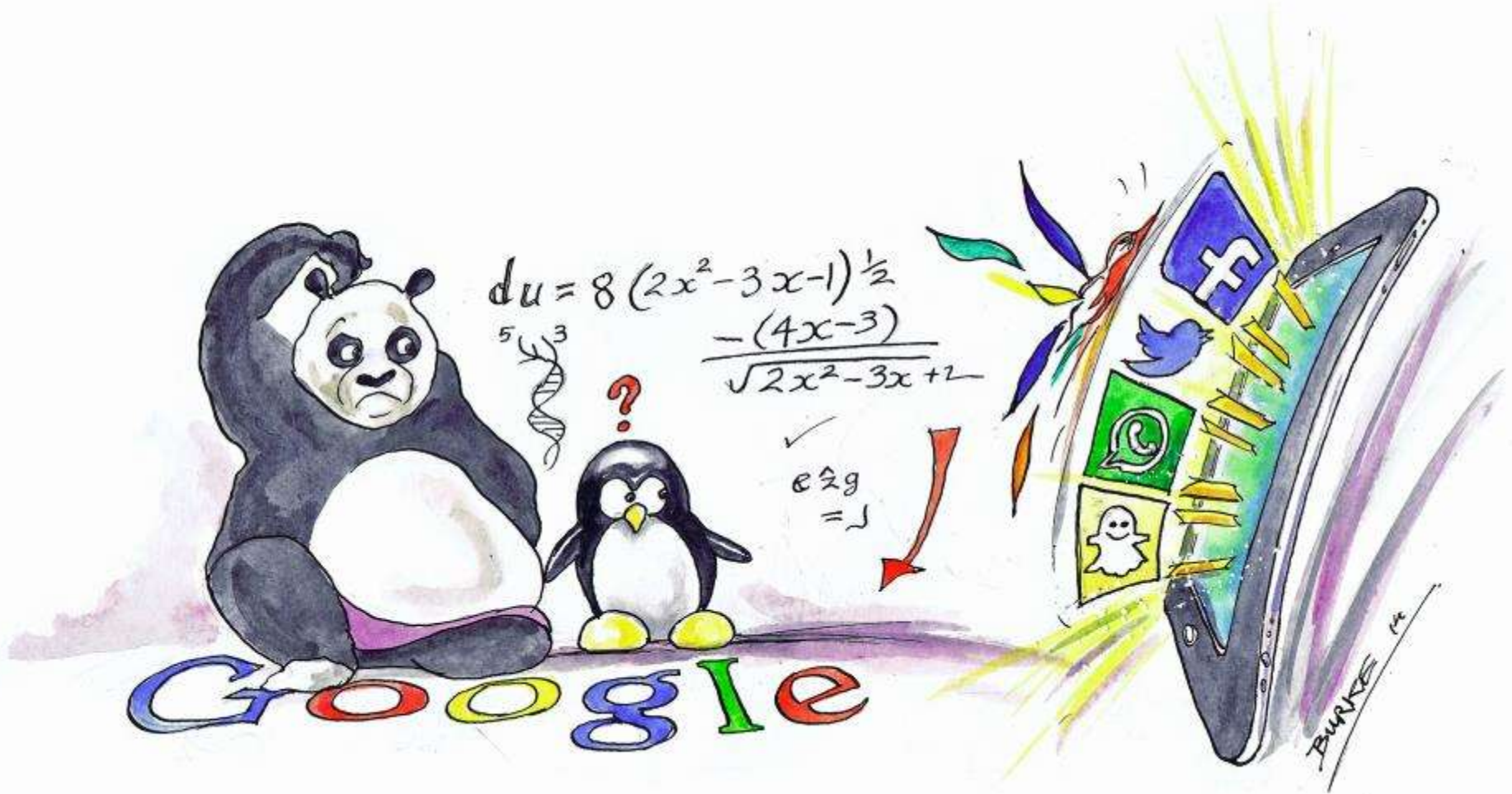
*Note: n=105; *vs. 2012*

Source: Martini Media, "Financial Brand Digital Marketing Study" conducted by Gramercy Institute as cited in press release, April 1, 2013

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www.eMarketer.com

GOOGLE'S BIG CHALLENGE



GOOGLE CRAWLS THE WEB...

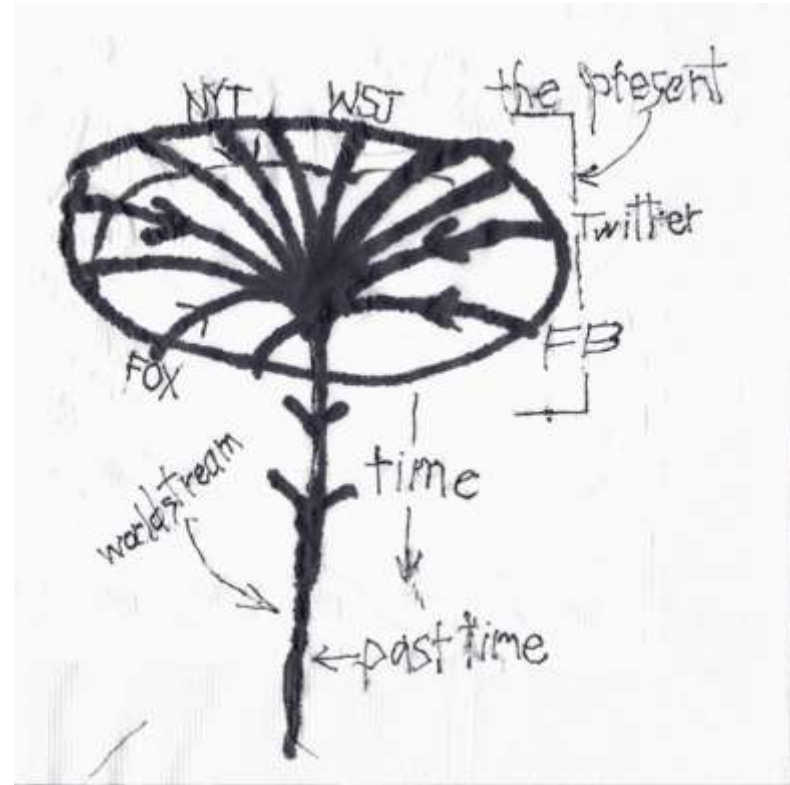
...CANNOT INDEX SOCIAL MEDIA AND APPS



Published on 22 Jan 2014

THE WEB IS BECOMING MORE FRAGMENTED...

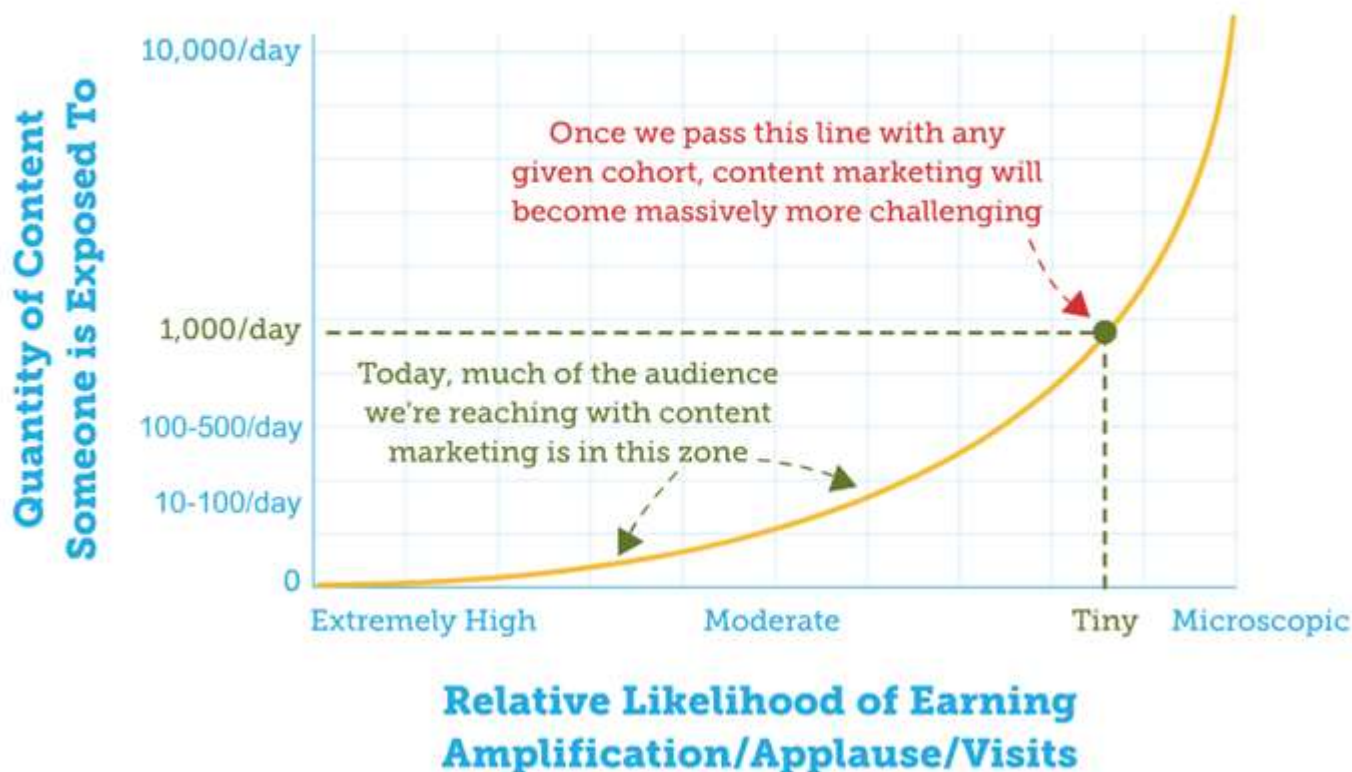
...CHANGE FROM SPACE TO TIME



Is time for the semantic web

Apps will converge and will be able to analyze and index feelings: real time

How Content Fatigue Happens





INSURANCE INDUSTRY



**Catch
him when
he calls
next door**



COSTUMERS ARE READY FOR CHANGE!

+70% ready to purchase insurance online

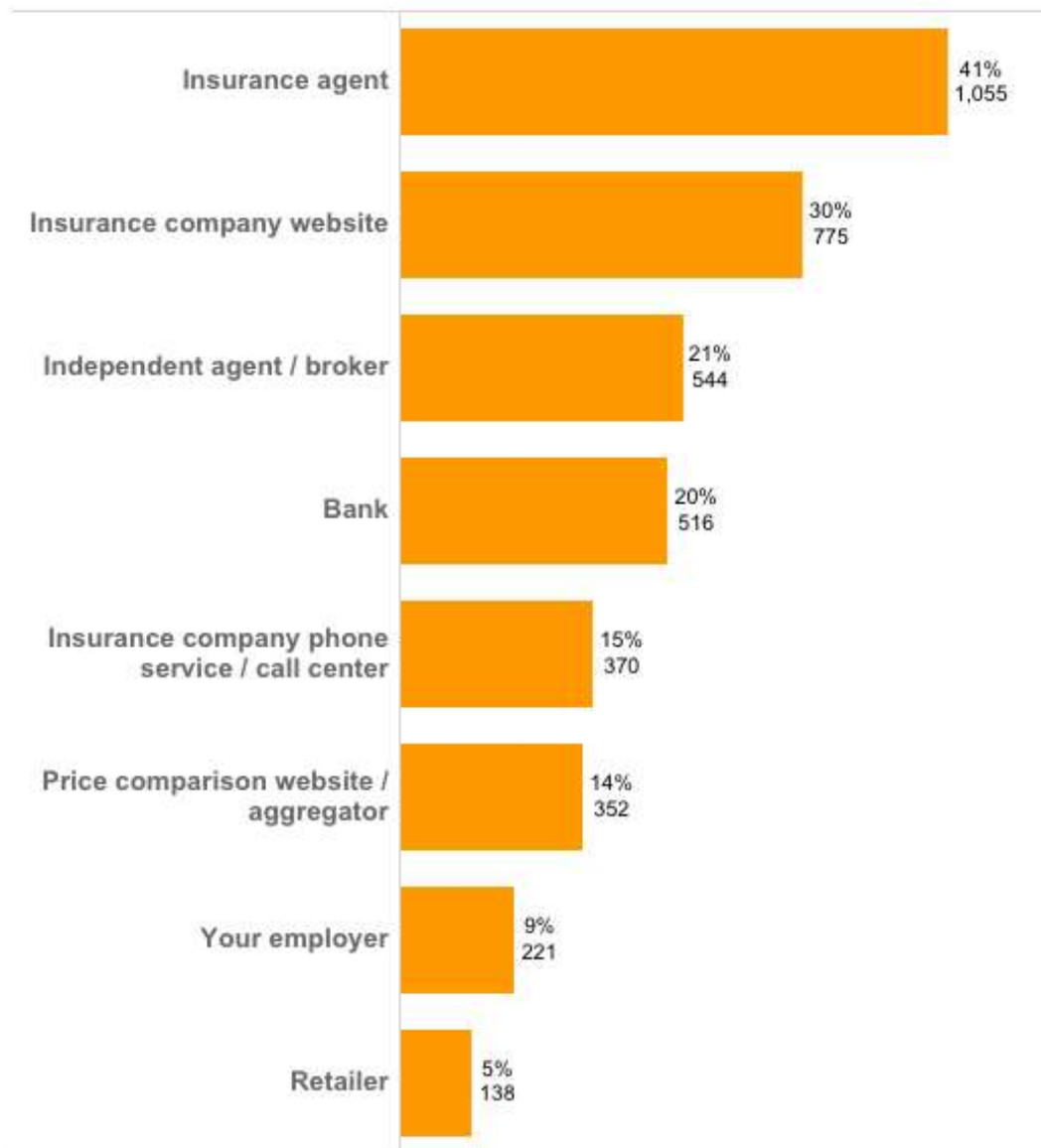
80% switch to an insurer that provided personalized services

78% share personal information with their insurers
(*to obtain personalized services*)

30% pay more for personalized products and services

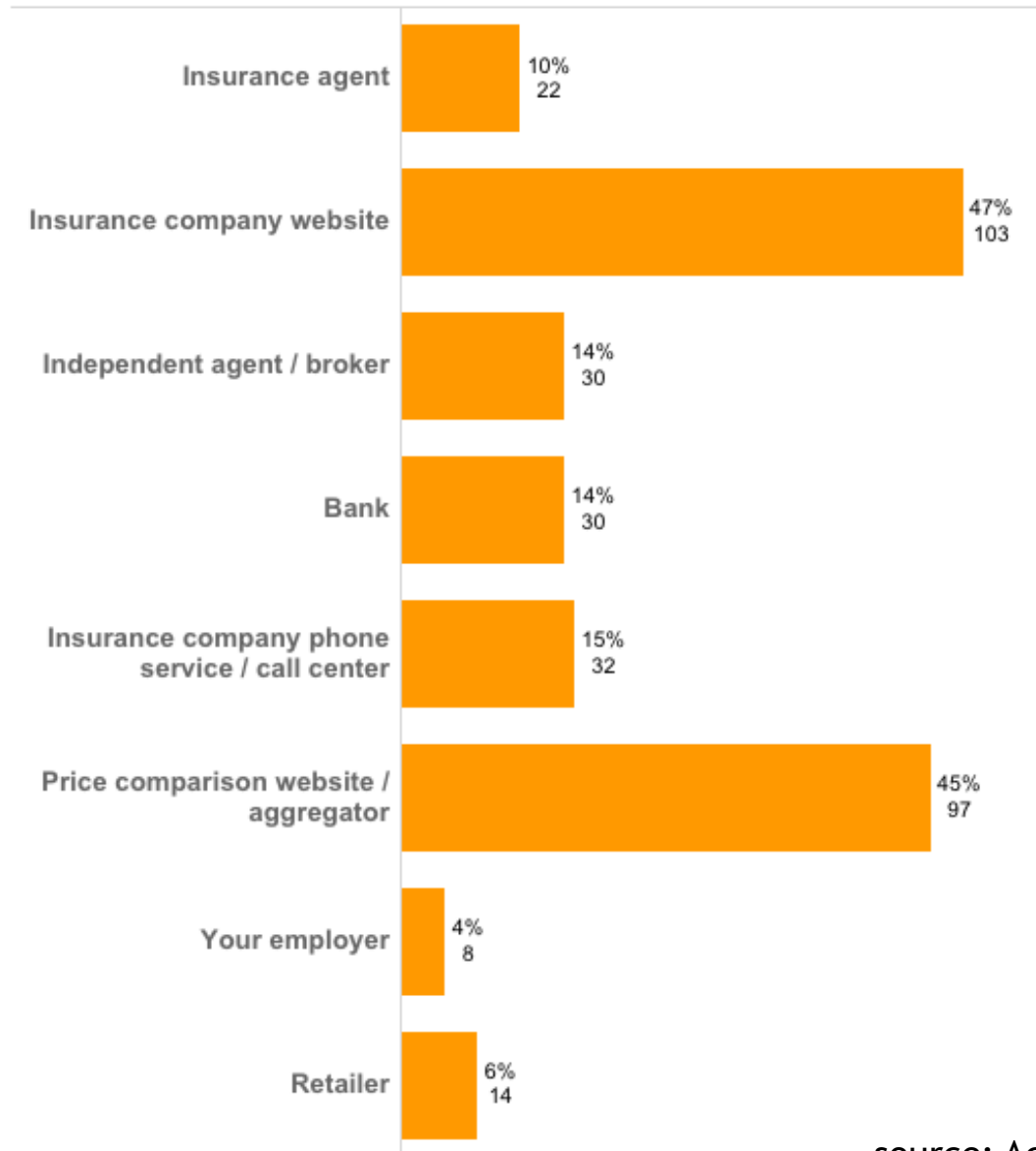
Q1. How do you expect to purchase or renew insurance products in the next 12 months?

Line of Business: All
Country: All
Age Group: All

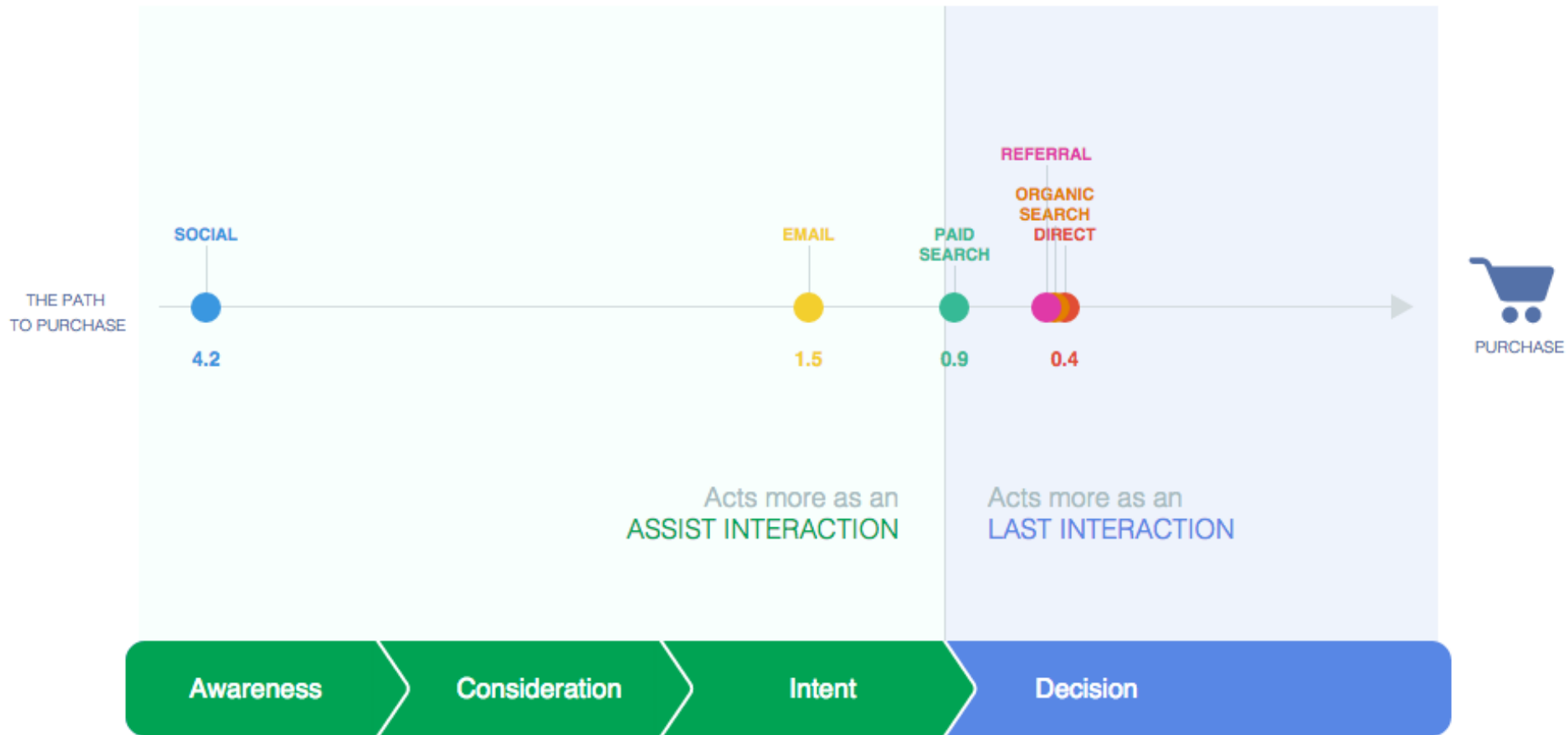


Q1. How do you expect to purchase or renew insurance products in the next 12 months?

Line of Business: All
Country: UK
Age Group: All



The Role of Communication Channels in Finance sector, France



source: think Google Q4 2012

The Role of Communication Channels in Finance sector, UK



source: think Google Q4 2012

SAXO BANK CONTENT AND SOCIAL MEDIA

CONTENT DRIVEN, MULTI-LAYERED CAMPAIGNS

OUR PEOPLE



FINANCIAL EVENTS



“The Euro in Crisis”

TradingFloor.com

PRODUCT



NEW SPOT GOLD AGAINST NEVER CONTRACT

New FX Spot contract **SAVING** since the 1st of October. This new crisis enables you to trade the spread between Spot Gold and Spot Silver without having to open two individual positions. The dedicated liquidity and target spreads available are shown in the table below:

Spread in pips	
Up to	
1,000 us	10
5,000 us	15
> 5,000 us	Required for Quote

LOWER SPREADS ON FX SPOT NEVER - SAGGIP

New Silver vs Gold

PLATFORM



Seminars & Education

MULTI-CONTEXT AND MULTI-TARGET

SCOTTISH INDEPENDENCE

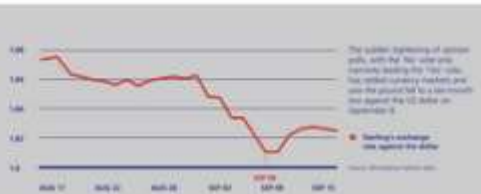
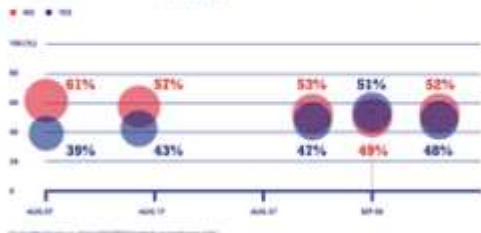
The ramifications for sterling



Scottish independence and money

Should Scotland be an independent country?

19 September 2014. Scotland will vote on whether it stays as an independent country or remains part of the United Kingdom. The vote is an all-Scotland, single issue poll scheduled for September 18 (though the 'Yes' campaign began a similar bid, but was not released on September 12 shows the 'No' vote, an 51% narrow ahead of the 'Yes' vote at 48%.



Voters are also worried that an independent Scotland would leave citizens and the economy worse off.

Would Scotland be economically better or worse off if it became an independent country? %

How much would you be better or worse off financially if Scotland became an independent country? %



RE: CROF | OPTIONS | FUTURES | STOCKS

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With a premier combination of insight, expertise and market access, Saxo Capital Markets offers you the opportunity to trade Alibaba, one of the largest online retailers consumers compete in the world.

Alibaba Group Holding Ltd (BABA) NYSE, Friday, 19 September 2014
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UK SAXO.COM/REITS.COM

ALIBABA IPO

CHAPTER 1

The Euro in crisis

The Eurozone is doomed

STEEN JACOBSEN

Follow the topic

SAXO TV

Gold, just another currency?

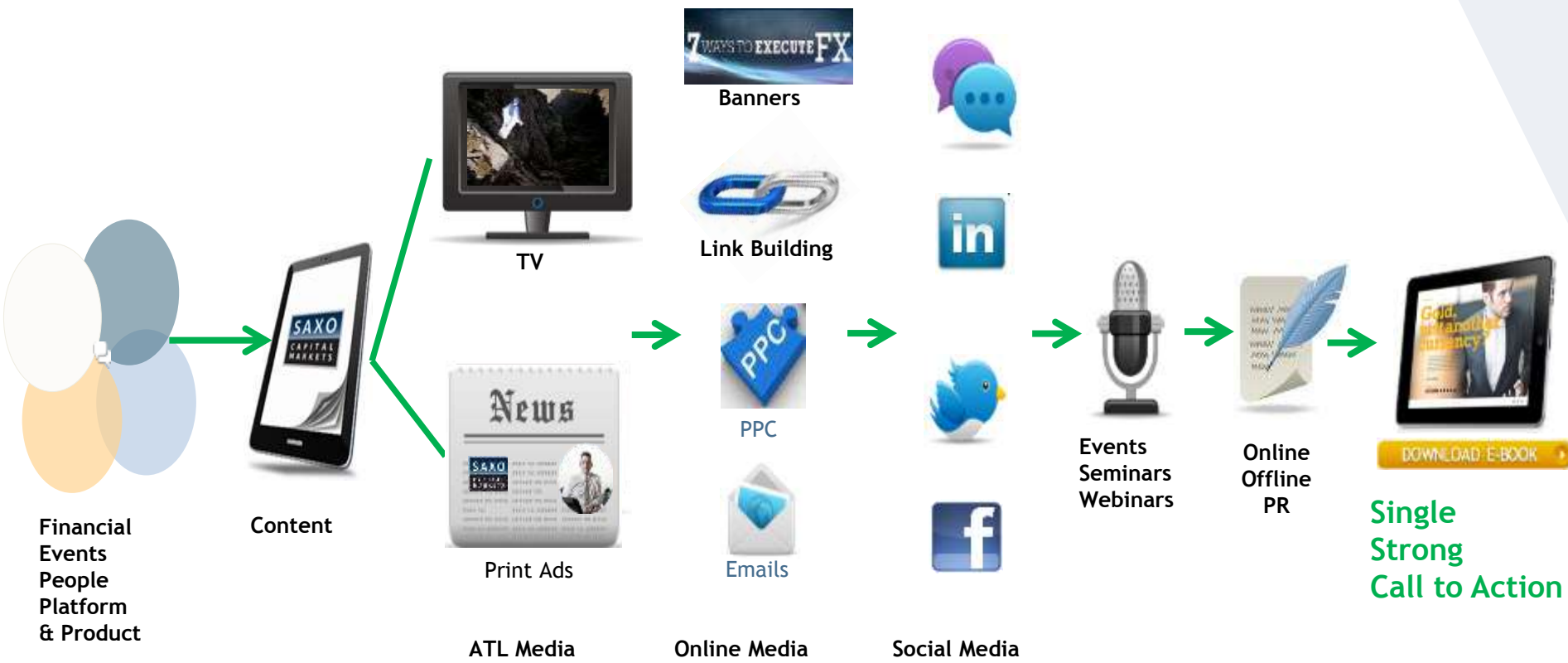
Even though gold is not money it is a store of value. It remains the most liquid asset in the world. It is the only asset that is not subject to inflation. It is the only asset that is not subject to currency devaluation. It is the only asset that is not subject to government seizure.

OLE HANSEN

Follow the topic

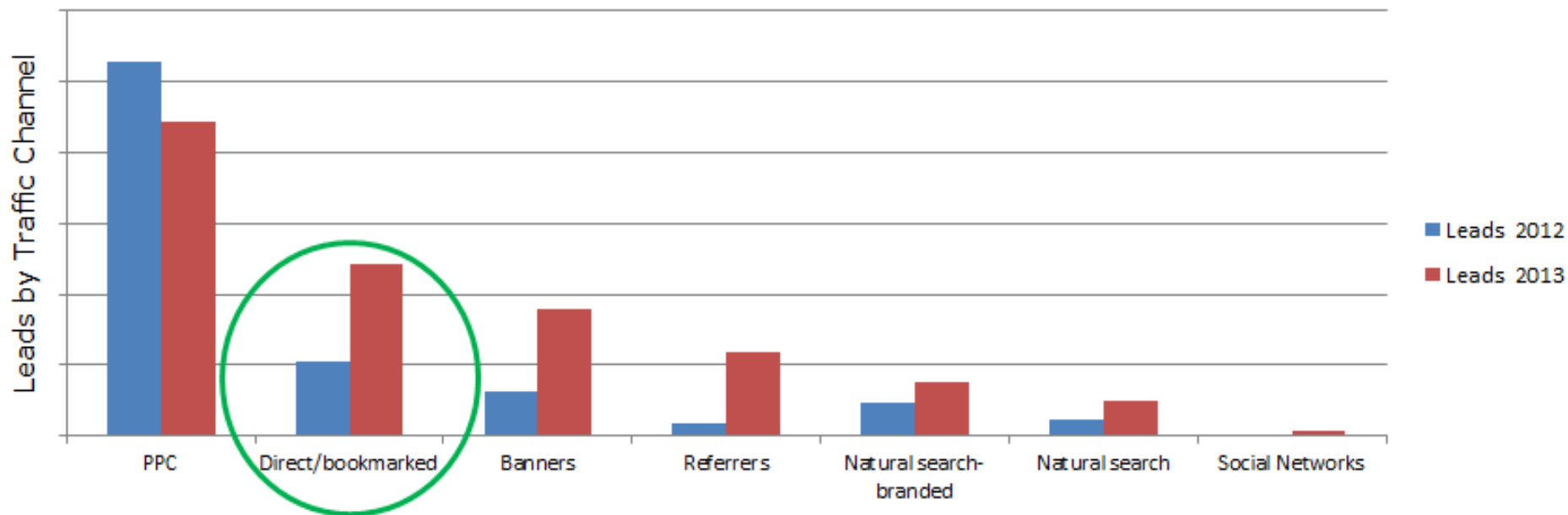


CONTENT DRIVEN, MULTI-CHANNEL ENGAGEMENT CAMPAIGNS



BUILD TRUST AND RELATIONSHIPS THROUGH REAL INTERACTION AND SUPERIOR EXPERIENCES





Key Observations:

- PPC Leads < by **16%**.
- Banner Leads > by **183%**
- Natural Search Branded Leads > by **56%** and Natural Search Non-Branded Leads > by **104%**
- Referral Leads > by **526%**
- Social Media leads increased from and starting to count.
- CAC < by **66 %**

CAMPAIGN ROLL OUT BY PHASES - EXAMPLE 2013

eBook

Microsite

Bloomberg TVC

PHASE 1
Gold Just
Another
Currency

Live Date:
22 OCT

Print Ad
Banners
Emails
Social Media
Link Building
PPC
Seminars

PHASE 2:
The Euro in
Crisis

Live Date:
5 NOV

Print Ad
Banners
Emails
Social Media
Link Building
PPC
Seminars

PHASE 3:
The Dollar

Live Date:
19 NOV

Print Ad
Banners
Emails
Social Media
Link Building
PPC
Seminars

PHASE 4:
Currency
Wars, Battle
of the
weakest

Live Date:
3 DEC

Print Ad
Banners
Emails
Social Media
Link Building
PPC
Seminars

PHASE 5:
YUN
Diplomacy

Live Date:
7 JAN

Print Ad
Banners
Emails
Social Media
Link Building
PPC
Seminars

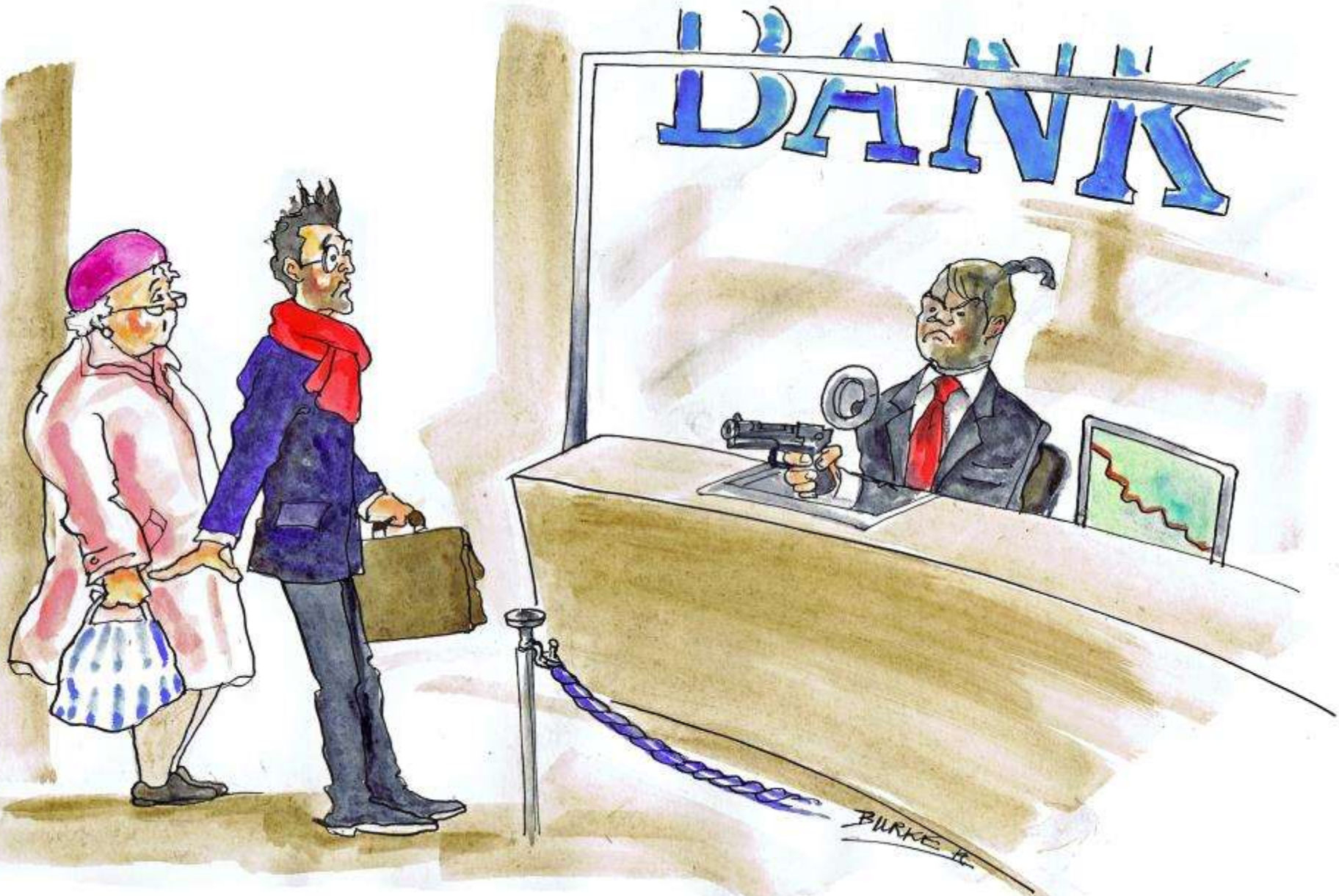




#TradingDebates

BURKE 14

PEOPLE HAVE LOST FAITH IN ADVICE...



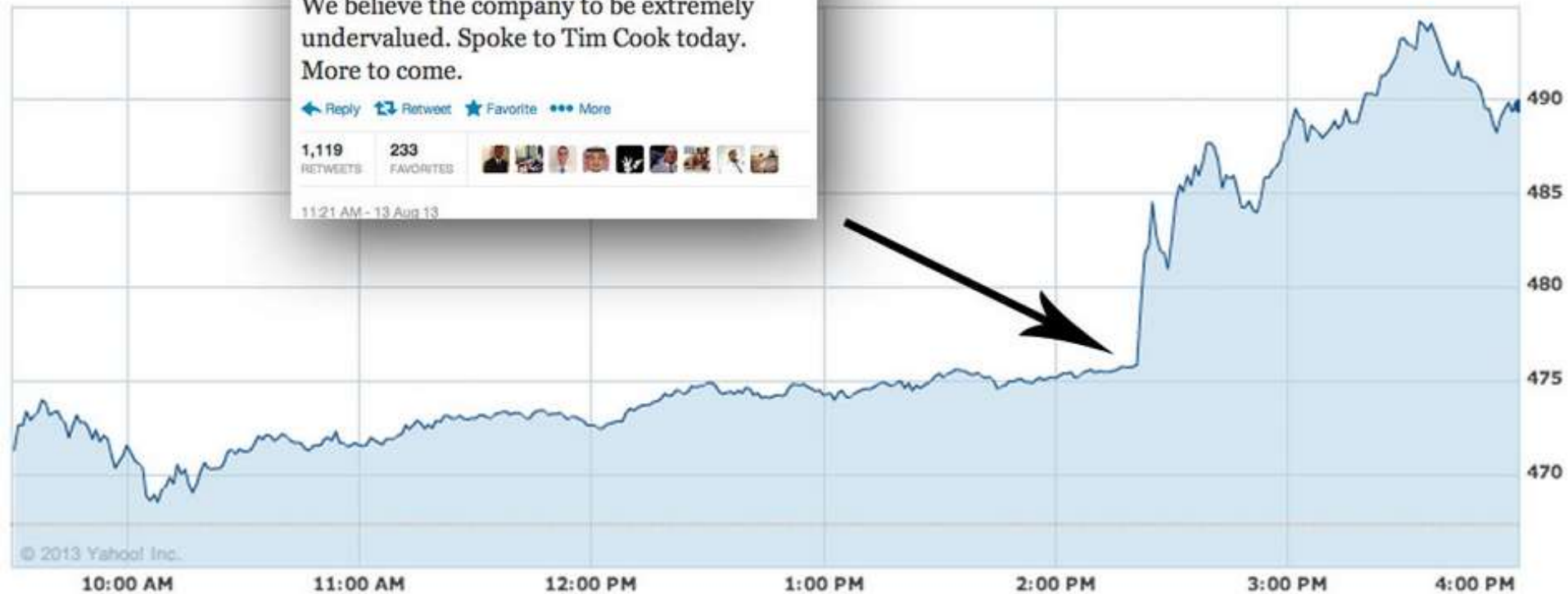
OFFICIAL ANNOUNCEMENTS AND COMMODITISED RESEARCH...

WE TRUST OUR PEERS



FIND PLACES TRAVELERS TRUST

● ● ● ● ● [Read Reviews](#)



APPLE WAS AT \$475.76 BEFORE THE TWEET AND CLOSED AT \$489.55

ITS MARKET CAP INCREASED \$12.5 BILLION (AUG 2013)

**BUT ARE THEY ALL PUTTING THEIR MONEY WHERE
THEIR MOUTH IS?**



DEMOCRATIZING YOUR ACCESS TO TRADING

PEER-TO-PEER
POWER OF REAL TRADERS



SOCIAL
MEDIA



A SOCIAL TRADING COMMUNITY OF SERIOUS INVESTORS
OPEN & TRUSTED CHAT ROOMS
FORUM OF EXPERTS

IMAGINE A WORLD...



...WHERE FINANCE IS OPEN, TRANSPARENT,
DECENTRALIZED AND SOCIAL...

EXCELLENT RESULTS SINCE JANUARY

TRADINGFLOOR.com

30,000 registered users

2,200 Active Saxo clients linking their trading accounts to the community

THANK YOU FOR YOUR TIME!

URIEL ALVARADO, CMO SAXO CAPITAL MARKETS

KEEP IN TOUCH!
@URIELAC



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