



Playing it like Robinhood – or not. How Similarweb informed IG Markets' tactics.



When short stocks hit the big time in early 2021, trading platforms like Robinhood hit the headlines. Investment platforms piggybacked off increased hype-driven interest, using paid search and ad campaigns to drive growth. IG Markets had to decide their next move...and they chose Similarweb to help facilitate their decision-making process.



"With demand rising, Similarweb did more than just help us spot a trend. It gave us valuable insight into what our competitors were doing, who they were targeting, and with what messaging. The platform enabled us to weigh everything up, and make an informed decision about our own marketing tactics during an incredibly volatile period. Similarweb has been an invaluable tool that helped us make the right decision at a critical time for the business."

Francesco Santoro,
Data Solutions Lead

CHALLENGE

Individual investors banded together to 'take on' the big hedge funds in early 2021

Retail platforms wanted to emulate trading app Robinhood's success; they were everywhere. You couldn't avoid search or display ads encouraging you to use their platform to cash-in on the frenzy.

IG Markets kept a close eye on who was increasing paid search and display traffic at the time. They had to decide whether to play copycat and push similar PPC tactics to increase traffic, or ride the storm out. Either way, they needed to justify their decision.

SUCCESS

Basing decisions on actionable competitive intelligence data

Using Similarweb, IG monitored which competitors were increasing their display or search ad-presence on certain publisher sites, revealing the tactics and messaging competitors were using to target particular audiences.

IG could monitor how much competitors were bidding on the programmatic side, and analyze the keywords and placements which seemed out of place for a regular campaign. Playing copycat didn't sit well with IG Market's strategy, advertising standards, and guidelines, and wasn't something they wanted to emulate.

Similarweb showed IG that their competitors were spending more on paid strategies – but on badly targeted campaigns, which certainly wouldn't attract the right audiences for IG Markets. So they communicated that tactical decision to leadership.

With Similarweb, IG could base decisions not just on their instincts, but also on actionable competitive intelligence data, and avoid deploying ineffective marketing tactics by following the crowds..

Set up a demo to learn how their success can be yours. [Contact Us](#)