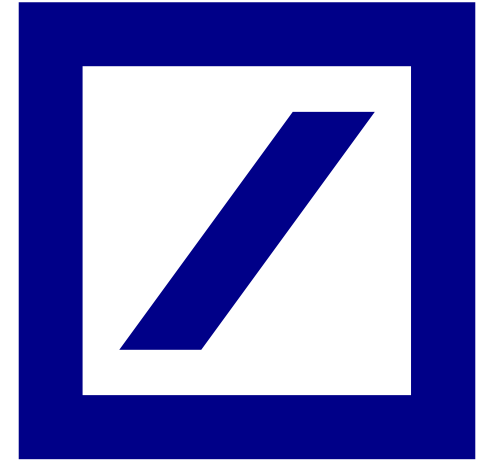


Deutsche Bank

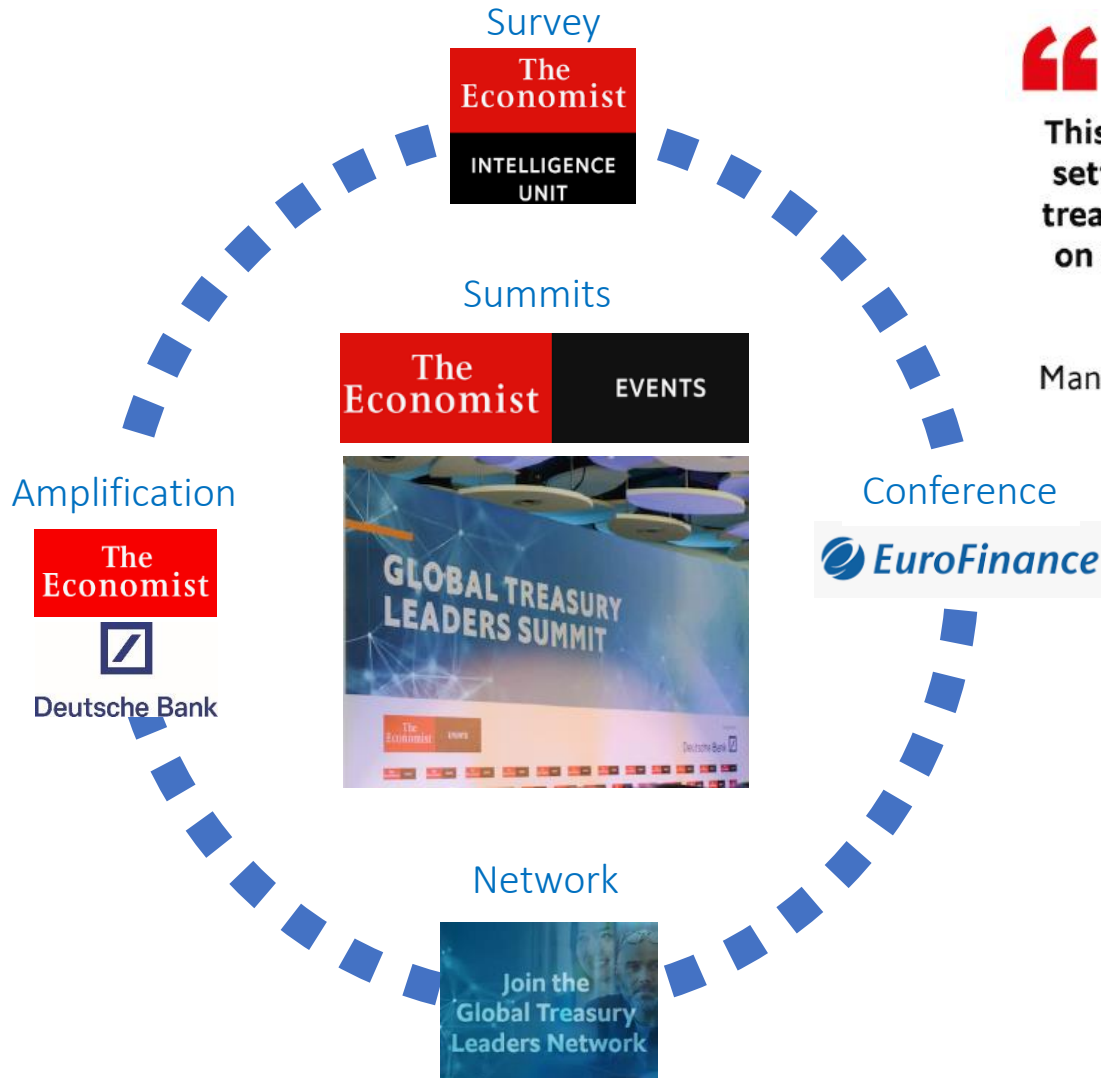


Not just a campaign – a new thought leadership ecosystem

WINNER
FINANCIAL SERVICES



Not just a campaign – a new thought leader ecosystem



This conversation today is setting the base for what treasurers will be focusing on and prioritising in the next one year

Managing Director, Treasury Operations, GE



Annual EIU thought leadership survey results, organic social promotion:

1360

views of the report on EIUperspectives.com

554

Views of the infographic on EIUperspectives.com

210

views of the videos on EIUperspectives.com

259

report downloads

9:49

avg. minutes on page

19.01%

open rate: 1.33% CTR on direct marketing activities

1.1m

impressions generated on Twitter

24k

views of the videos on Youtube

Global Treasury Leaders Summits Targeted summit audience marketing:



Highly personalised pre-event marketing campaign to **1250+** global corporate treasury professionals



Hand-picked in-room audience of **40 Group and Head Treasurers** attended each of the summits



Post-event marketing campaign included post-event summary with video content with the following results:
859 Total reads | **6m 37s** Av. read time

Building a Global Treasury Leaders Network:



Launched on **22 March**



415 highly-engaged treasury professionals in less than a year



Series of content including **three** webinars



Industries include: telecommunications, pharmaceuticals, retail, textiles, manufacturing industries, IT services, food and beverages, energy etc.