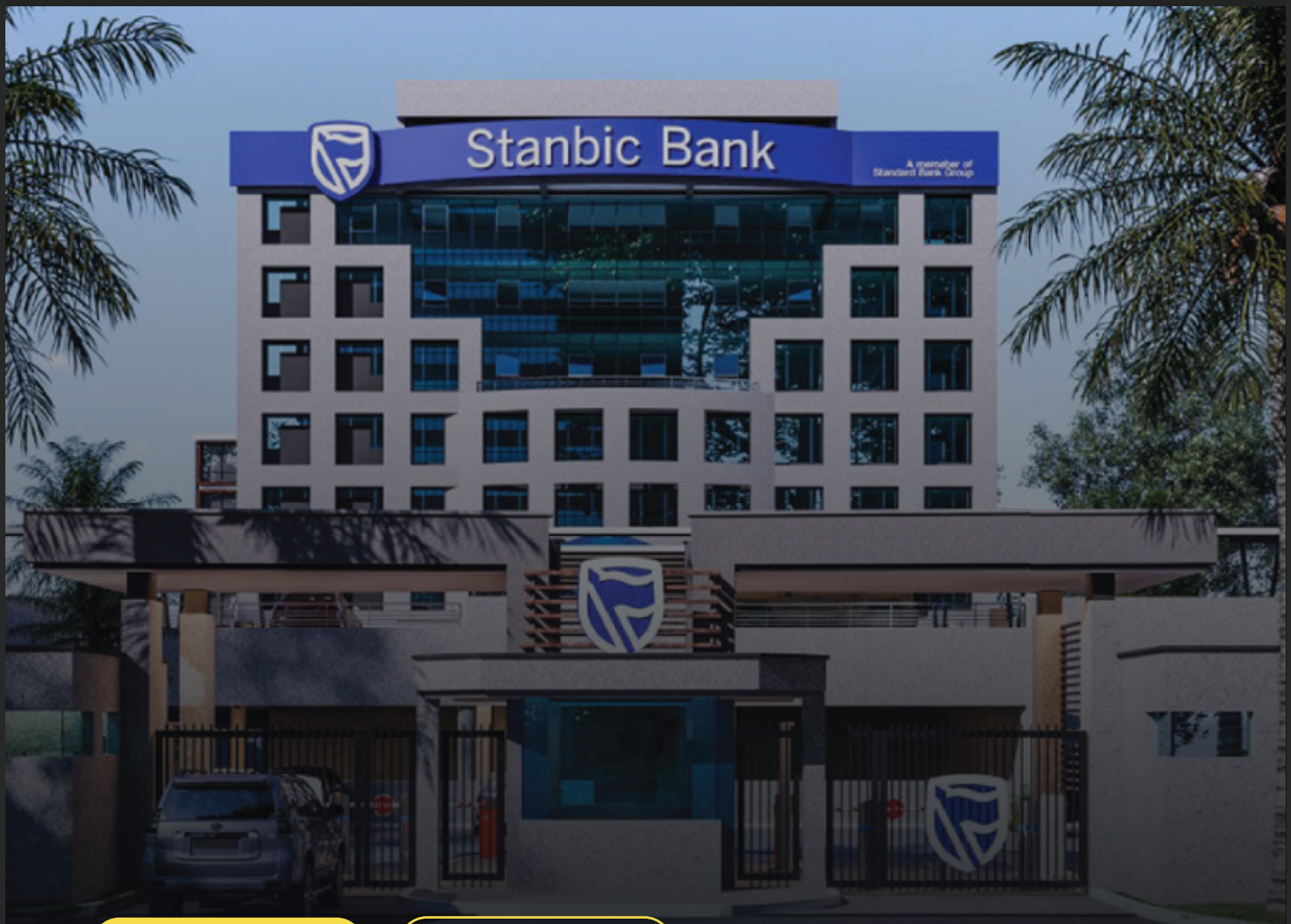
TURNLEFT × Stanbic Bank Kenya



CASE STUDY

2024 TO 2025

What does it take to stop a CFO mid-scroll?

Stanbic CIB Blue Space sets a new benchmark for LinkedIn in Kenya.

While building a professional content platform is challenging, driving audience engagement among busy professionals is even more demanding. What followed was a masterclass in reaching the right people, with the right message, at exactly the right moment. Stanbic Bank Kenya is a member of the Standard Bank Group, Africa's largest bank by assets, with a solid foundation in Kenya and a history spanning over 110 years. Stanbic Corporate and Investment Banking serves Kenya's corporate and institutional clients, while the Blue Space platform acts as its hub for thought leadership, offering insights on finance, economics, sustainability, and the factors influencing capital decisions.

The Challenge.

Engage a specialised Kenyan audience in
- Finance,
- Economics,
- Sustainability,
- Strategy, and
- Real Estate.

Drive
- purposeful interactions,
- video completions,
- website visits, and
- active engagement
- beyond basic awareness.

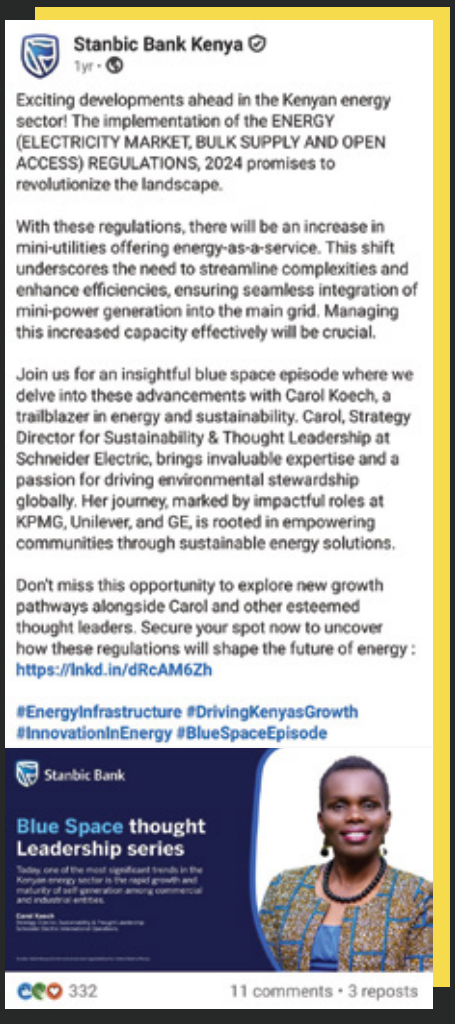
Deliver consistent performance without the LinkedIn Insight Tag, using only on-platform signals.

Maximise visibility, traffic, and video consumption within a US$9 399.39 budget while maintaining audience relevance.

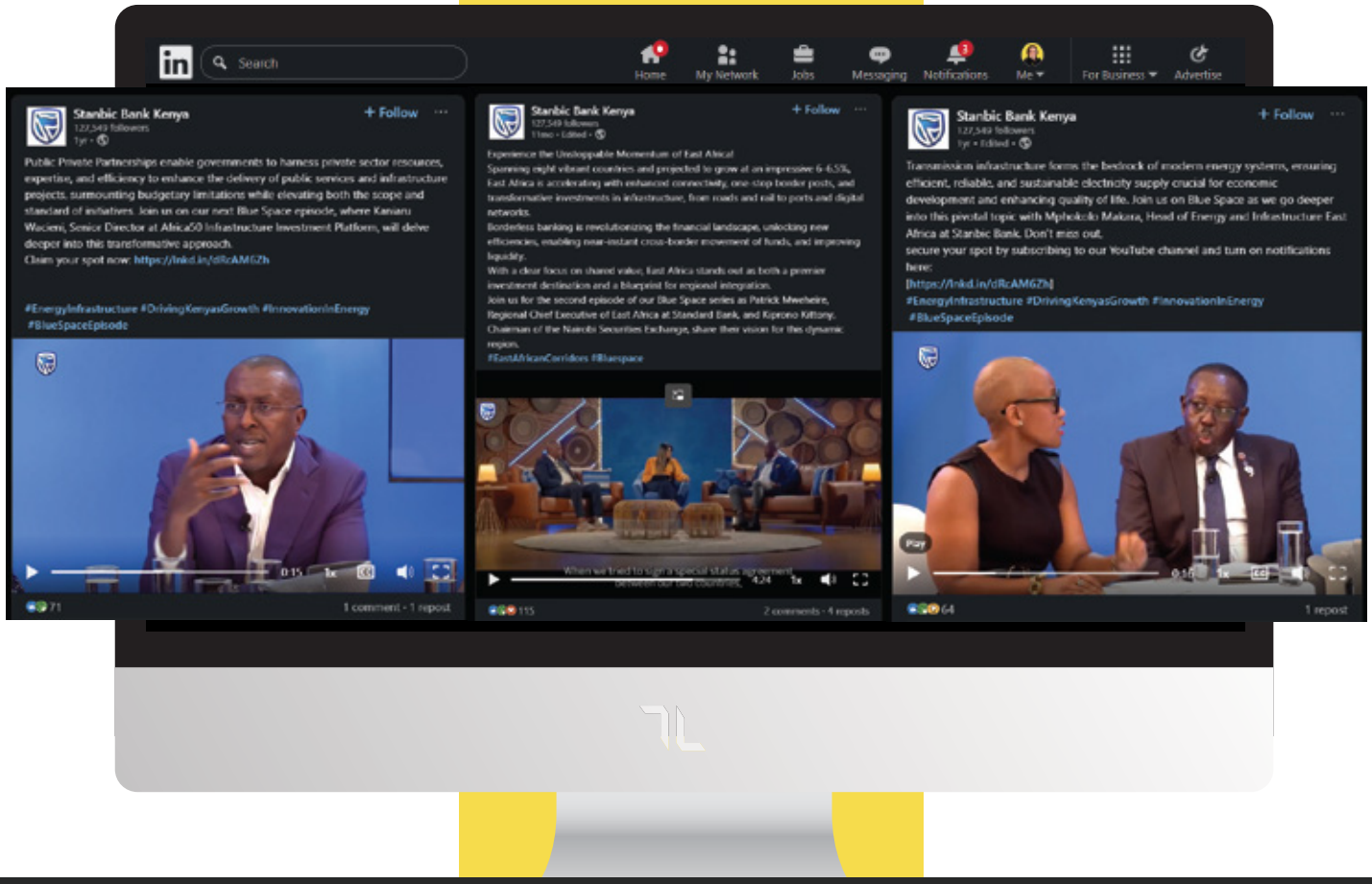
The Audience.

Highly targeted, multi-layered, and focused on senior professionals.

- **Location:** Kenya.
- **Audience size:** 120 000+ LinkedIn members.
- **Interests:** Public Finance, Agriculture, International Development, Financial Investing, Renewable Energy, Corporate Finance, and Real Estate Services. Key sectors influencing capital decisions.
- **Skills:** Finance and Economics, Banking, Strategy and Consulting, Leadership Development, Business Law, Financial Reporting and Change Management.
- **Seniority:** CXOs, Directors, VPs, Partners, and other senior professionals responsible for shaping and approving strategy.



The Solution



The campaign combined credible single-image creatives with video content focused on regional economic stories relevant to senior professionals.

- The top-performing single-image asset featured Carol Koech, whose leadership in sustainability and strategy at Schneider Electric provided immediate credibility. Featuring a recognised expert, rather than brand messaging, significantly increased engagement.
- The leading video asset highlighted East Africa's economic growth and regional integration, featuring Patrick Mweheire and Kiprono Kittony. Its focus on cross-border opportunities and borderless banking closely matched audience interests.
- Document ads extended engagement beyond the feed, while automated bidding ensured efficient delivery.

The Results.

1.19% Click Through Rate.

Well ahead of Kenya's median benchmark of 0.75%.

1 021 076 Impressions.

Maintained strong visibility among senior professionals and sector specialists.

194 064 Video Views.

Achieved a 35.54% view rate, with 20 205 completed views and a 3.7% completion rate..

3.19% Engagement Rate.

Above Kenya's median of 2.19%, from 12 142 member clicks and 22 324 engagements.

3 653 Website Clicks.

Generated direct, measurable traffic to the Blue Space content hub.



Blue Space demonstrates how digital sponsorship in Corporate & Investment Banking must evolve beyond visibility to relevance. By leading with insight and sector credibility, we used the platform to shape client decision journeys long before a formal banking conversation begins.

Kelvin Kuria Ndung'u
Senior Marketing Manager
Corporate & Investment Banking

The Insights.



EXPERT VOICES DRIVE EXPERT AUDIENCES

The best-performing asset featured a credible industry leader instead of a product claim. For senior audiences, credibility is more effective than clever messaging.



TOPIC GRAVITY MATTERS

Content on cross-border integration and regional opportunities outperformed generic corporate banking themes. Align creative with topics already relevant to your audience.



LAYERED TARGETING BEATS BROAD TARGETING

Combining interest, skill, and seniority filters resulted in engagement well above national medians. On LinkedIn, targeted approaches are typically more effective.



MULTI-OBJECTIVE, ONE AUDIENCE

Integrating awareness, traffic, and video objectives for a single, well-defined audience led to compounded performance gains.



PERFORMANCE WITHOUT FULL TRACKING IS POSSIBLE

Operating without the LinkedIn Insight Tag required optimising solely with on-platform signals, yet still delivered above-benchmark results.