



In-housing Biddable Channels

Improving Oanda's digital campaign performance by over 50%



Listen

Listen to the needs

Oanda knew their commercial model with their agencies and vendors could be improved, but didn't know where to start evaluating the true costs of their partners. Oanda's reporting framework was also struggling to truly track digital marketing performance due to a lack of naming conventions, tagging taxonomy and tracking practices. They also required new personnel to be recruited, hired and onboarded onto all new strategies, processes and technology platforms.



Examine

Examine the problem

LEAD ran a comprehensive audit of Oanda's agency/vendor contracts, fees and performance to get a true understanding of their commercial model. LEAD also reviewed all of Oanda's digital marketing data sources and pressure-tested a new reporting framework that accurately analysed end-to-end performance.



Advise

Advise on improvements

We recommended that Oanda fully in-house Ad Operations, Display and Social Media, while leaving PPC with the existing specialist agency. In addition, this new in-house operating model was underpinned by a new tracking methodology which standardised all data inputs, as well as an in-house team structure to resource their future activity.



Deploy

Deploy the solutions

LEAD designed and managed the in-housing roadmap from agency transition through to in-house team onboarding. We wrote job descriptions for the new in-house team, sourced candidates and conducted interviews, handing the best applicants to Oanda for final interviews. The LEAD team also trained and onboarded all new employees, ensuring they were aligned to future processes and in-house targets.

51.5%

Decrease in
Oanda's 'Cost
Per Lead' KPI

New in-house
model saved over

\$750k

Per year in
agency fees

In-house team
recruited and
hired in under

x6

months