

# UNLOCKING BRAND SUCCESS IN ONLINE TRADING

How Swissquote became a leader in online trading by shaping consumers' expectations, harnessing context and communicating with empathy

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Ipsos' framework for building successful brands relies on three foundational pillars: Shaping Expectations / Understanding Context / Acting with Empathy.

This new approach empowers marketing professionals to understand the role that brands play in people's lives and to drive brand success.



## EXPECTATIONS /

**Expectations** are what people think and know about the brand and the category. This includes all the expectations people have about brands, such as:



Sensorial expectations



Social expectations



Functional/emotional expectations



Buying expectations



## CONTEXT /

Successful brands start with understanding the **context** people live in: Context is what is happening in people's lives, and the world around them.

What is important to people and the brands they choose will change depending on the context. At Ipsos, we differentiate the macro from the micro context:

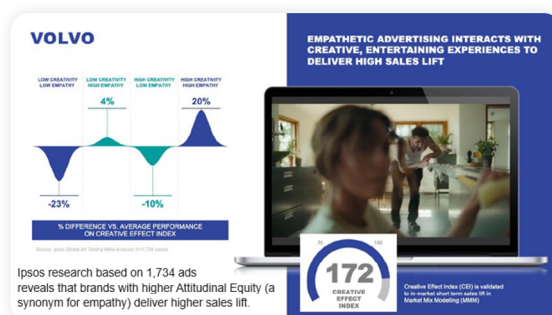
- The **macro context** embraces societal and cultural values, norms, and prevalent issues, topics, and themes.
- The **micro context** refers to the occasions in which people are choosing brands. That is, what needs they expect the brand to satisfy and what problems it must solve for them. The micro context also includes when, where and with whom people choose a brand.



## EMPATHY /

**Empathy** is to understand what's important to people, and how brands can add to their lives.

Empathetic brand management and brand marketing has been proven to be more effective. For example, empathetic communication is the #1 driver of long-term advertising effectiveness.



## Discover Swissquote

### Swissquote is the Swiss leader in Online Banking

Founded by two visionary engineers, Marc Bürki and Paolo Buzzi, in 1996, Swissquote relies on innovation to achieve success. The vision of the company is to challenge convention via the delivery of innovation and technology. For years, Swissquote has been striving to democratise finance and online trading. Furthermore, the bank puts its customers first and is relentless about understanding their needs, motivations and aspirations, as well as defending their interests. All these attributes form the brand reputation of Swissquote as an innovative, robust and different trading bank.

The leading Swiss online bank, Swissquote, offers a wide range of financial services such as online trading, investing, saving and daily banking. Although Swissquote is based in Switzerland, it has a global presence, servicing clients from over 170 countries. This broad market access has been critical to Swissquote's prosperity.

The company offers one of the largest ranges of trading, investment and savings products to its customers. Swissquote targets diversified profiles of clients from the retail segment (high-end private investors and retail individuals) and the

institutional sector (financial advisors, business entities, banks, asset managers, brokers, companies and institutional investors).

Swissquote has dedicated Customer Care and Sales/Relationship teams taking care of the needs of different client profiles. What is important is that the Company caters specifically to beginners, providing them with the necessary tools, resources and education to get started with trading and investing.

Ipsos has been partnering with Swissquote for several years to track the awareness, image and reputation of its brand compared to those of its competitors. This measurement program has enabled Swissquote to unveil the secret to unlocking brand success.



## How Swissquote built its leadership status

### 01 The Bank does not just meet but also Shapes Customer Expectations

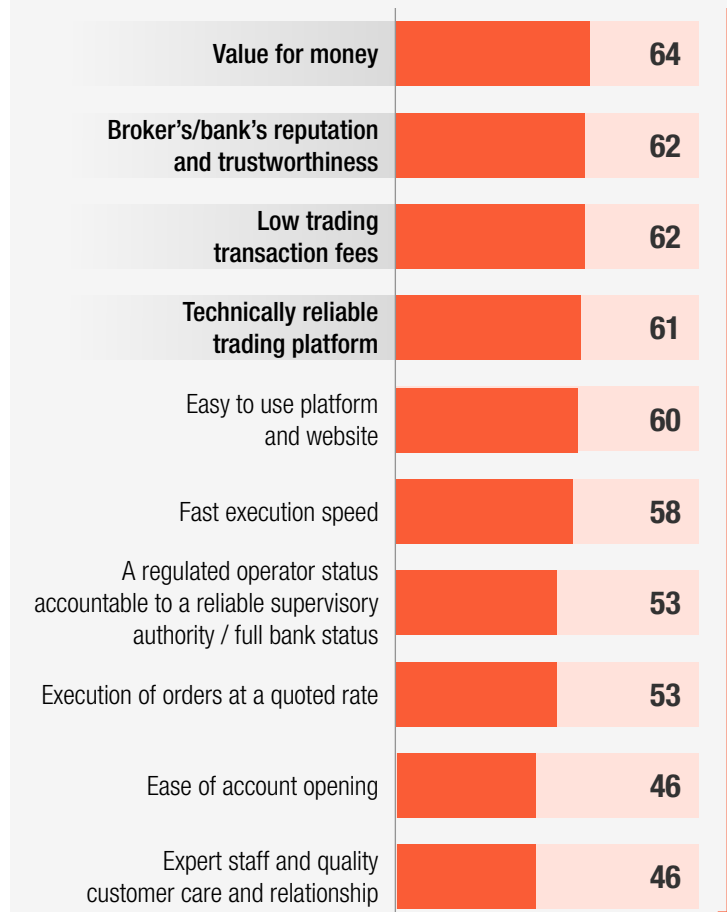
Surveys conducted by Ipsos brought to light that when choosing a provider, Swiss online traders are mostly driven by: *value for money, the reputation of the brokers' banks, trustworthiness and a technically reliable platform.*

**A comprehensive suite of services that meet and shape a wide range of customer expectations:** From Securities to Forex & CFDs to cryptocurrencies, Swissquote's multifaceted line of trading products supports the needs of a wide range of clients, including both individual investors and businesses. Swissquote entered the world of daily banking with a new debit card offering in 2023.

A wide array of services provides Swissquote with a diverse income stream, enhancing the company's success.

**Leading Technological Innovation:** Swissquote has heavily invested in its technology and online platforms to beat the competition by delivering a state-of-the-art user experience while reducing operational costs.

Figure 1: Most important trading aspects



Source: Ipsos – Swissquote survey base size N=450 most important trading aspects

Swissquote's Trading mobile application allows its customers to seamlessly invest in a wide range of products, from stocks and ETFs\* to Bitcoin and other cryptocurrencies. Traders can access stock prices, graphs and important investor information on more than 100'000 financial instruments, while executing and tracking orders at the click of a button.

*\*ETF in finance stands for "Exchange-Traded Fund". An ETF is an investment fund and exchange-traded product, which means it is traded on stock exchanges. ETFs are similar to mutual funds, but they are traded on the stock exchange during the trading day just like shares of stock*

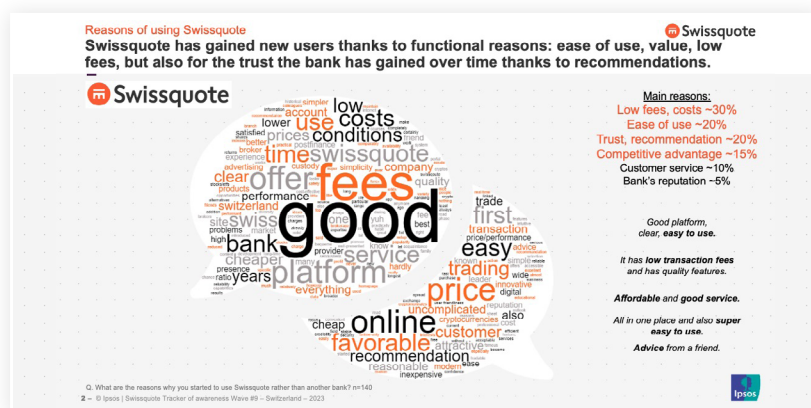
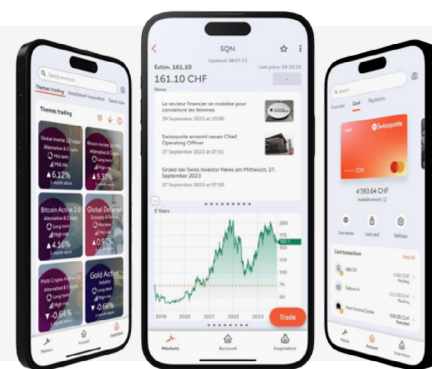


Figure 2: Some reasons for using Swissquote

**Superior Customer Service:** Swissquote focuses on providing excellent customer service, offering a user-friendly interface and maintaining transparency in its operations. This has helped Swissquote to retain and acquire clients, contributing to the success of its brand.

**Value for money:** Ipsos studies have demonstrated that Swissquote is widely recognised for providing superior value for money compared to the competition.

This makes Swissquote the leading brand in terms of meeting customer expectations for online investment platforms.

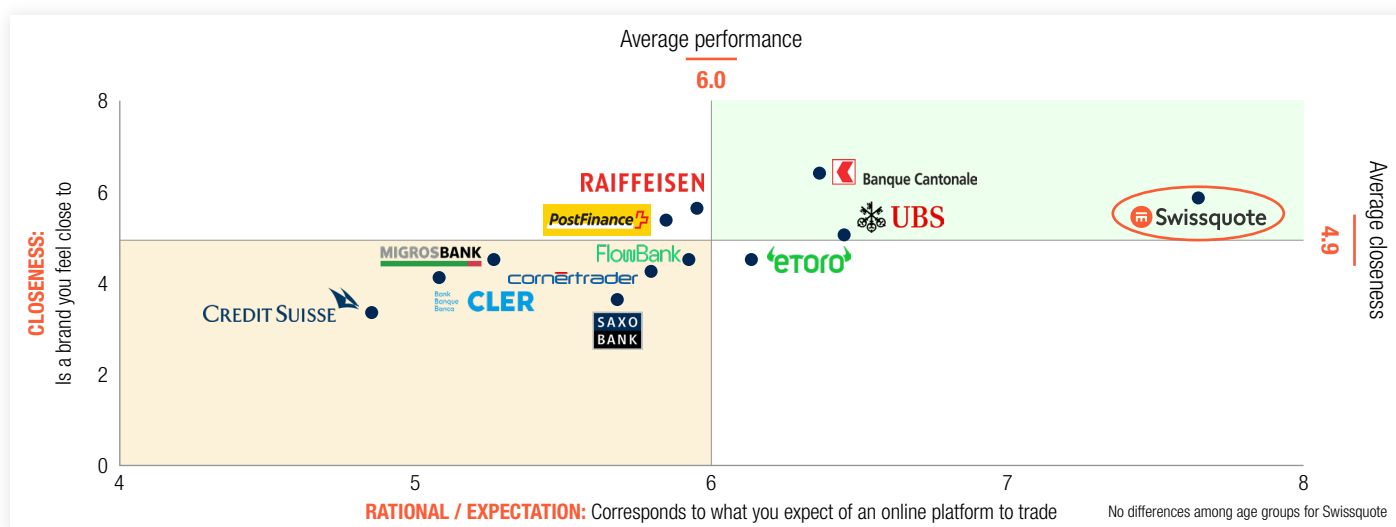


Figure 3: Brand closeness and performance versus expectations matrix versus competitors

Furthermore, Swissquote shapes customer expectations through the implementation of a comprehensive media strategy, which combines digital advertising, PR, sponsorship and out-of-home advertising (OOH). This approach allows Swissquote to gain strong visibility, lead in awareness in the online banking category and be a top-of-mind online bank; Ipsos studies show that in the Swiss market, 60% of traders remember seeing Swissquote in the media at least once, with TV and Digital constituting the majority of impressions.

Finally, Swissquote's global partnership with the UEFA Europa League and UEFA Europa Conference League helps to bolster international visibility for its brand, drive adoption and reinforce Swissquote's closeness with traders, thanks to the extensive offline, online and social media coverage these events generate.

In Switzerland, Swissquote supports professional teams and sporting events with which they share values like excellence, the drive to succeed and team spirit: tennis tournament Gonet Geneva Open, and two Swiss hockey teams Genève-Servette Hockey Club and ZSC Lions.



## Swissquote Harnesses both Macro and Micro Context

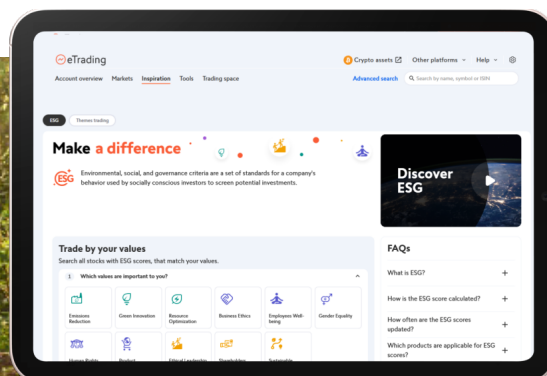
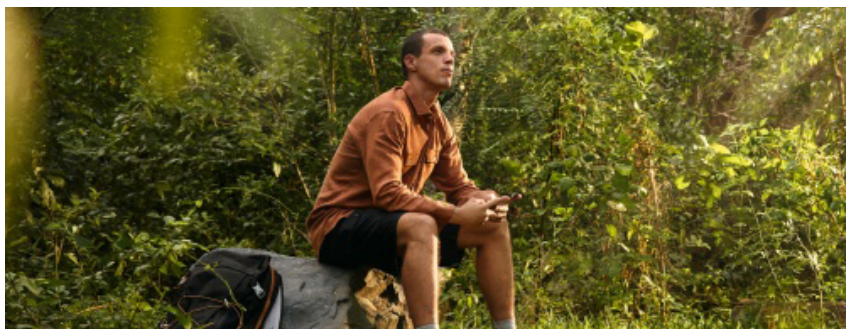
**Constant Adaptation:** Swissquote's ability to adapt to market changes and meet evolving customer needs helps maintain its leading position in the competitive trading industry.

The bank offers products that cater to investors' current concerns, such as ESG-focused investment solutions. As more and more investors and citizens call for better ESG practices, Swissquote enables traders to invest in financial

products that align with their values. That is, investors can pick products based on their specific ESG missions and ESG scores.

Meanwhile, Swissquote's investment tools enable traders to avoid the industry sectors or companies that do not align with their values.

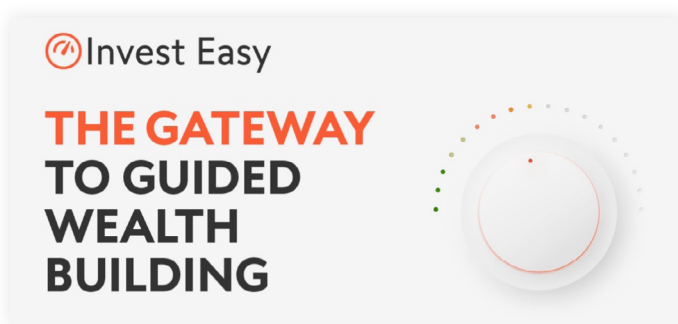
Swissquote's practices echo Ipsos research, which shows that 64% of people would pay more for a brand that acts responsibly.



(Source: Ipsos Global trends, available at <https://www.ipsos.com/en/global-trends>).

Swissquote has also adapted to the current turbulent economic context by providing products such as Invest Easy or 3A Easy that allow for more conscious and less risky investment strategies.

Crypto trading peaked in the end 2021-beginning of 2022, and Ipsos captured the change in investment behaviour in the market: traders now invest less in crypto and more in other financial products.



## 03 Swissquote Acts with Empathy

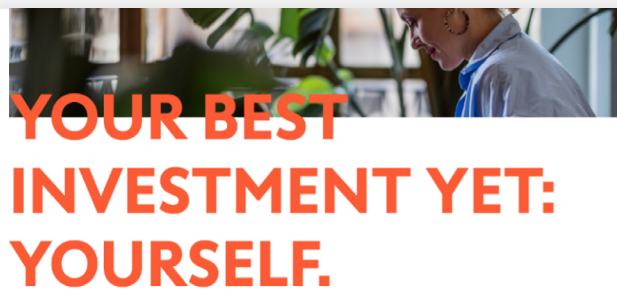
**The bank's communication style is focused on demonstrating empathy for its customer by illustrating how Swissquote's products benefit them.** Furthermore, Swissquote makes sure that its communication appeals to a diverse audience of investors. The characters featured in its advertisements have a wide range of demographic and psychographic backgrounds, which helps to demystify online trading, a task that is often perceived as complex and daunting. The different tone of voice for the category also makes the bank more accessible than any other traditional Swiss bank, thus driving brand closeness.

The "[Trade in your own style](#)" campaign and the latest brand campaign "[The Bank](#)" demonstrate that:



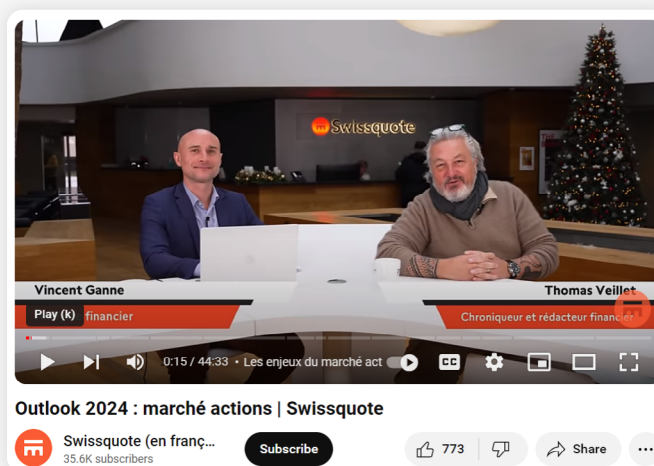
### Focus on education

Swissquote's website has many resources; its educational section provides everything one needs to improve one's investment skills and knowledge. The website offers online courses, eBooks and free demo platforms to practice trading.



**Swissquote's YouTube channels** provide financial advice and outlooks to empower investors to make better-informed decisions. The brand has been very active on social media and has considerably grown its following across social media channels, adding in 2023 60,000 followers (which represents an annual increase of 20%).

The bank has partnered with several famous market experts, including Vincent Ganne, Thomas Veillet and Markus Koch, to create quality education content, including online videos, such as an Economic outlook (available at <https://www.youtube.com/watch?v=A6mbjNKHUXg>).



### Another way for Swissquote to demonstrate empathy is through its magazine

The Swissquote magazine is produced in three languages and covers the whole of Switzerland with total readership reaching more than 120'000 readers. The Magazine typically covers a wide range of topics including finance, investment strategies, market analysis, economic trends and insights into various asset classes like stocks, bonds, cryptocurrencies and more. It aims to provide readers with informative and educational content to help them make knowledgeable decisions about their personal investments and to understand the financial markets more broadly. The magazine features interviews with industry experts and profiles of influential market players, along with articles on technological innovations in the world of finance, such as fintech developments and blockchain technology.



# CONCLUSIONS

Building a successful brand in the financial industry is not an easy feat. Swissquote is newer and more innovative than the traditional banks. It truly stands out from its competitors, principally by meeting and also shaping expectations towards online banking, by understanding the context of the world that traders live in and by demonstrating empathy for its customers.

Thanks to its unique customer-centric strategy, Swissquote has become a leading online trading bank and is perceived as more modern and forward-thinking than the traditional banks it competes with.

To sum up, this is what makes Swissquote successful:

01

## Swissquote Shapes Expectations:

**Functional/emotional expectations:** Its web-based user interface and Trading mobile application design provide a positive user experience. Swissquote Bank ensures reliability, user-friendliness and security in its services to meet functional expectations in trading and banking.

**Emotionally,** it strives to foster trust and confidence in its brand.

**Social expectations:** The bank emphasises its role in empowering individuals to take control of their financial future by tapping into their quest towards a higher social status through savvy financial investments that align with their personal values.

02

## Swissquote Harnesses both Macro and Micro Context:

**Macro context:** Swissquote Bank stays abreast of global economic trends, regulatory changes and shifts in societal attitudes towards investing, especially in the context of sustainable and ethical finance.

**Micro context:** Swissquote focuses on understanding individual customer needs, such as the appetite for financial education, the need for tools to manage personal investments and customer demand for advanced trading platforms.

03

## Swissquote Acts with Empathy:

Swissquote Bank demonstrates an understanding of its customers' aspirations and needs. For example, providing reassurance and clear information during times of economic uncertainty is crucial.

Furthermore, the Swissquote magazine offers valuable insights and advice tailored to different levels of financial expertise. Also, Swissquote's YouTube channels provide financial advice and outlooks that help investors make better informed decisions.

Building a strong brand in the complex world of financial trading is challenging, but Swissquote has successfully done so by shaping consumer expectations, adeptly navigating the context of their needs and acting with empathy. This customer-centric strategy has established Swissquote as the leading online trading brand which enjoys a more modern image than the traditional banks it competes with.

## Further Reading

<https://www.ipsos.com/en/almanac-2024/four-critical-trends-will-drive-brand-growth-2024-and-beyond>

<https://www.ipsos.com/en/brand-success/nationwide-reaping-rewards-demonstrating-empathy>

<https://www.ipsos.com/en-ch/ipsos-cannes-lions-festival-2023-demonstrate-how-creativity-x-empathy-puts-extra-ordinary-brand>

<https://www.ipsos.com/en/brand-success/shifting-power-influence>

## About Ipsos

At Ipsos, we are passionately curious about people, markets, brands and society. We deliver information and analyses that make our complex world easier and faster to navigate and that inspire our clients to make smarter decisions. With a strong presence in 90 countries, Ipsos employs more than 18'000 people and conducts research programs in more than 100 countries. Founded in France in 1975, Ipsos is controlled and managed by research professionals.

Discover Ipsos' brand success framework to unleash brand growth

