



Facts and Stats

Think with Google NE, October 2025

Social metrics for the month

TwG LinkedIn - 12 posts (inc. 5 opt ins)

427

Engaged reach

1,155

Weighted engagement

368

Reactions

42

Reposts

5,012

Clicks

Earned social - 12 posts

234

Engaged reach

383


Weighted engagement

Social learnings - Faces work!

Think with Google

How we became one of Europe's fastest growing companies


WITH
Oula Lehtinen,
Co-Founder, Draivi



Source: "From Finnish fintech to Europe's fastest growing company: A 41M per employee success story", October 2025. www.thinkwithgoogle.com/intel/en-emea/

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Meet the team behind Draivi's success



Source: "From Finnish fintech to Europe's fastest growing company: A 41M per employee success story", October 2025. www.thinkwithgoogle.com/intel/en-emea/

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Inside L'Oréal's rejuvenating full-funnel routine



Karolina Starkhammar,
Nordic Media Director,
L'Oréal

Christoffer Vildersøj,
Head of Consumer Engagement,
L'Oréal

Perin Gursel,
Media Lead,
L'Oréal Nordics

Source: "Search to stream: Discover L'Oréal Nordics' beauty tech routine", October 2025. www.thinkwithgoogle.com/intel/en-emea/

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How to stop wasting ad spend

WITH
Simon Hetland,
Head of e-Commerce, Naked
Copenhagen



Source: "Boost your ad efficiency: How to stop wasting ad spend on sold-out stock", August 2025. www.thinkwithgoogle.com/intel/en-emea/

31 3 comments · 5 reposts

This month has reinforced the notion that utilising headshots / photos of the team and byliners involved can really yield dividends. Even reposts of existing articles – in the shape of Draivi and Naked Copenhagen's carousels – have garnered great results and shares from the stakeholders involved.

Social learnings - Byliner and stakeholder shares = a great success



Hoda Amel Berg · 1st

Senior Global Branding Lead | Google | YouTube

4d · Edited ·

So proud! 🌟 L'Oréal Nordics' Beauty Tech routine—linking Search to Streaming via our collaboration—is featured on [Think with Google](#)!

Read about how L'Oréal Nordics' success blends Google AI, broad match, and authentic power of creator partnerships to drive engagement, personalisation, and seamless customer experiences.

Huge thanks to the team for the incredible collaboration and partnership!

🌟 [Christoffer Vildershøj](#), [Karolina Starkhammar](#), [Perin Gürsel](#) and [Lonnie Soerensen](#) and [Sukhmani Kaur](#)



Karolina Starkhammar · 2nd

Nordic Head of Media at L'Oréal

4d ·

Thank you [Google](#) [Hoda Amel Berg](#) [Lonnie Soerensen](#) [Sukhr](#) true partnership, creating so much value for us at [L'Oréal](#).

And thank you [Christoffer Vildershøj](#) and [Perin Gürsel](#), for creating magic together.



Victor Momparler · 3rd+

Growth Specialist

3w ·

[+ Follow](#) ...

To the mooooooon 🚀 Grateful to be part of this amazing team



Kat Rutherford · 1st

Performance Specialist (Apps Focus) @ Google | Exec MBA @ RSM

3w ·

...

Our latest Think with Google piece on the benefits of digitizing a business's flyers with our new product offerings across omnichannel, measurement and localized targeting is out now. More details below...



Christoffer Vildershøj · 2nd

Head of Consumer Engagement at L'Oréal

4d ·

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I am very excited to see the latest article on [Think with Google](#) and how we work full funnel with one of our strategic partners.

It is amazing to collaborate with such talented colleagues and partners in [Google](#) ! Thank you 🚀 [Hoda Amel Berg](#) , [Karolina Starkhammar](#) , [Perin Gürsel](#) [Lonnie Soerensen](#) , and [Sukhmani Kaur](#)



Lassi Haapala · 2nd

Senior Software developer | Fintech specialist | M.Sc. (CS)

3w ·

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Big numbers for a small team.
A great success in my books.

(Even I made it to the picture this time, or rather my forehead did 🤪)

Social learnings - Actions + ideas moving forward

A recurring issue is being able to benchmark against other markets. Every market seems to track social differently. We've followed a similar approach to DACH in regards to engaged reach and weighted engagement, but they don't post on TwG LinkedIn so we can't compare like for like. Lisa tracks the EMEA posts in a different way, too. I've dropped Lisa + Izgi a message about social tracking and if there's a way we can make it more uniform so that we can accurately benchmark against other markets, even if they have much larger audience bases than us. I also believe moving forward we will have to start posting via Sprinklr. I haven't been using it as I find it clunky and problematic. It also doesn't tag people or companies correctly so you have to go into LinkedIn directly to do that, anyway. But moving forward I believe everyone will have to post via Sprinklr, so watch this space.

Newsletter results – BNL

3.10.25 (deployed on a Friday)	16.10.25	30.10.25 - A/B test (deployed at 8am)	30.10.25 - A/B test (deployed at 1pm)	Max campaign for 3.10 email	Max campaign for 16.10 email
31.4% OPR	19.6%	26.0%	26.6%	15.2%	8.4%
125 clicks	151	90	71	47	64
32 unsubscribes	8	6	15	18	6

Newsletter results – NOR

3.10.25 (deployed on a Fri)	16.10.25	30.10.25 - A/B test (deployed at 8am)	30.10.25 - A/B test (deployed at 1pm)	Max campaign for 3.10 email	Max campaign for 16.10 email
31.5% OPR	19.0%	26.4%	26.5%	14.7%	9.0%
120 clicks	116	47	59	39	77
26 unsubscribes	20	12	12	8	4

Newsletter learnings - Actions + ideas moving forward

We have been given an extra newsletter on Wednesday 16th November. This had originally been earmarked for a regional send but Lisa has allowed the local teams to utilise it, meaning we have three newsletters until the end of the year. Lisa also showed me some tentative plans to rejig things in 2026, especially moving away from the rigid Thursday send. Her plan is for teams like us and the UK to have a bit more freedom on when and how often we post, with EMEA moving away from a fortnightly email too (not sure what the concrete plan is there, though). Meanwhile, teams like SSA + CEE who don't post as often won't be duty bound to compile content every two weeks especially if they don't have new articles to share. Watch this space.

Articles published in Oct



Draivi

EUPVs: 683 (above 30-day benchmark)
Shared in newsletter + on social



L'Oréal

EUPVs: 358
Shared in newsletter + on social

Boosting underperforming articles

Article	Current EUPV total	Ways to boost
Switching to AI / digital flyers	414	AI Connect roundup email (have asked Nicole / Joyce), FOTD, fresh social share, 'Best of 2025' package (email / social)
Elkjop	473	FOTD, ambassadors (have asked June)
Naked Copenhagen	410	Black Friday and Xmas related posting (newsletters or social?), FOTD, ambassadors (have asked June)
AJ Products	450	Black Friday and Xmas related posting (newsletters or social?), FOTD, ambassadors (have asked June)



Facts and Stats

Think with Google NE, November 2025

Social metrics for the month

TwG LinkedIn - 8 posts (inc. 3 opt ins)

229

Engaged reach

623

Weighted engagement

200

Reactions

23

Reposts

3,571

Clicks

Earned social - 9 posts

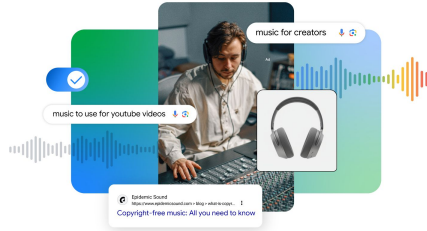
229

Engaged reach

623

Weighted engagement

Articles published in Nov



Epidemic Sound

EUPVs: 600

Shared in newsletter + on social



Henriette / YT Works

EUPVs: 185

Not yet shared via newsletters but shared on social

Newsletter results – BNL

13.11.25	Max campaign for 13.11 email
19% OPR	21%
105 clicks	106
28 unsubscribes	25

Newsletter results – NOR

13.11.25	Max campaign for 13.11 email
20.2% OPR	20.7%
87 clicks	80
25 unsubscribes	17






Northern Europe

The audience: Our stable, efficient optimiser.

The insight: A very consistent market being fed longform content. They seek clarity and are straightforward in that they don't want to guess what's in an email. They may be more senior and have limited time, so want the value given to them quickly and clearly.

The winning formula: [Number]/[Ways to] + [Specific Benefit]

Callouts:

-  **Winner:** *"Thrive in 2025 with these fresh insights"*. Clear, positive, benefit-led.
-  **Winner:** *"3 industry leaders provide 3 tips"*. The "Rule of 3" listicle format provides a guaranteed return on time invested.
-  **Learning:** *"Making 1.7 seconds count"*. Benefits should be clearly stated where appropriate.

To test: Swap clever hooks for explicitness, and test shorter formats.

Updates from 8A:

As we approach the end of the year, I wanted to share the 8a's upcoming holiday schedule to help us plan our deliverables effectively.

- **Monday, December 8:** We have a bank holiday in Argentina, so we'll be offline for the day.
- **December 24 – January 2:** Closed for the holidays.
- **Monday, January 5:** We return to normal office hours.

To make sure we have enough time to deliver high-quality work before the break, please let us know of any projects or deliverables you foresee needing during our closure by **Thursday, December 18th**. This will give us the lead time we need to ensure everything runs smoothly for you while our team takes a moment to recharge.

Our first local newsletter will be **Thursday, January 8**, meaning ideally we need to get the content together before the end of the year. We're working with 8A on the best way to approach this and behind the scenes we're prepping the content.