Linked in

See, Think, Do…
Ultimaker builds the ultimate lead qualification machine on LinkedIn

Ultimaker

When it comes to new technologies, the most valuable leads are educated leads – leads that understand the difference a breakthrough solution can make for their business, and the case for investing in it. The 3D printer manufacturer, Ultimaker, used LinkedIn data and targeting capabilities to deliver exactly these types of leads. Deploying three phases of content oriented towards building awareness ('See'), driving consideration ('Think') and overcoming barriers to action ('Do') helped deliver 4x the target volume of leads at a cost per lead (CPL) 5x lower than previous campaigns.

Challenge

- Target likely 3D printing advocates within relevant business categories

- Build awareness of the Ultimaker S3 desktop printer

- Nurture prospects with content building the business case for 3D printing technology

- Address barriers to purchase

- Deliver fully qualified leads to sales

Why LinkedIn?

- Sophisticated targeting capabilities

- Retargeting to take prospects from awareness through to demand

- Integration with other data sources like Google Analytics and 6 sense

- Ability to reach relevant audiences at scale

Taking a three-phase approach to the purchase funnel has enabled the 3D printing company to halve the cost of qualified leads, deliver 4x its target lead volume, and transform its conversion rate to sales opportunities.

Solution

- LinkedIn interest and industry targeting to reach SMBs with a likely interest in 3D printing

- Job function targeting to engage engineers within those businesses, and equip them to make the case for investment

- Three-phase content, building initial awareness through blog posts and white papers on 3D printing applications

- Retargeting with ROI-focused content to help overcome barriers to purchase

- Mix of formats including Video Ads, Sponsored Content and Carousel Ads

- Look-alike audiences to scale the consideration phase

Results

13.3% The campaign delivered an average click-through rate of 13.3%

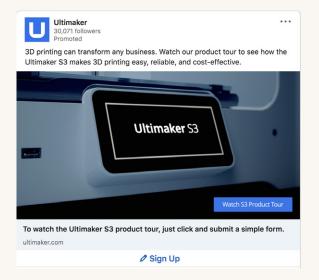**4X** It generated 4x the target volume of leads

- The cost per lead (CPL) of €31 was 5x lower than previous campaigns

- Ultimaker generated Sales Qualified Leads (SQLs) for a cost of €69 per lead

Nurturing the most likely 3D printing advocates

Ultimaker and its agency Dept used a combination of interest targeting and industry targeting to find the small and medium-sized businesses (SMB) with a likely interest in the S3 desktop 3D printer. Job function targeting enabled them to engage engineers within those businesses and equip them with content to make the case for investing.

"We know that education is still a big challenge for 3D printing," says Nico Fagiolo, Digital Advertising Manager at Ultimaker. "Our initial 'See' phase content was designed to drive awareness but also establish relevancy and understanding of the technology. We used that as a prospecting layer and then retargeted those who engaged with our 'Think' content discussing how Ultimaker could help solve their specific needs. This helps engineers convince the C-suite to invest."

Retargeting based on engagement with forms and video content enabled the campaign to keep serving more action-driven Sponsored Content and Carousel Ads, inviting prospects to book a consultation with sales. "It's the user who drives their journey through the different phases," says Nico.
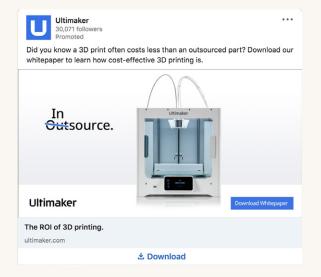
Doubling down on high-value audiences and creative

Ultimaker's data-driven approach didn't just make use of sophisticated targeting and responsive content. Nico and Dept closely analysed the creative in every phase – and optimised around the most effective executions. "We learned to create five content pieces for each phase of the campaign so that we could optimise around those that worked best," says Nico. Ultimaker discovered, for example, that images showing human beings engaging with 3D printed components drove the highest click-through rates in its 'See' phase.

Doubling down on what works also helped Ultimaker scale the reach of the 'Think' phase of its campaign. Third-party data from Google Analytics and 6 sense highlighted the audience segments that engaged most deeply with content – and lookalike targeting on LinkedIn enabled Nico and Dept to reach more of them on LinkedIn. This helped ensure that the leads generated through LinkedIn far exceeded expectations in terms of both volume and quality.

The volume of leads was 4x the campaign target. The cost per lead (CPL) was a fifth that of previous campaigns, with the nurturing approach ensuring a strong flow through to sales qualified opportunities.

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> " We broke the volumes with this campaign – it's amazing what results it generated. No other channel provides the same level of data for qualifying leads as LinkedIn. it's huge for us in the middle and bottom of the funnel and it's now one of the most important digital marketing channels for the business."

Nicola Fagiolo, Digital Advertising Manager, Ultimaker