



Talon.One drives greater lead generation efficiency on LinkedIn

Headquarters: Berlin, Germany | No. of Employees: 51 – 200 | Industry: Information Technology & Services

Objectives

- To help grow the business globally by generating high-quality and high-intent leads

Approach

- Adopted an always-on, full-funnel approach on LinkedIn, using its first-party data to accurately implement a persona-based targeting strategy
- Created content for each stage of the customer journey, from awareness and consideration to conversion, and served this using a mix of ad formats
- Retargeted audiences based on engagement levels, nurturing higher-intent prospects towards eventual conversion

“ Taking a full-funnel approach on LinkedIn has made quite a difference to our results. It’s helped us achieved over 20% retargeting conversions — which means 1 in 5 prospects we nurtured through retargeting eventually became a lead. And the average cost per conversion is relatively low. ”



Katarina Slemenik | Head of Marketing, Talon.One

1 in 5

retargeting conversion rate

