



Company profile:

Swiss watchmaker Hublot was founded in 1980 and is a subsidiary of the French luxury conglomerate LVMH. The company has hundreds of boutiques all over the world, including in Geneva, Beijing, Tokyo, New York, London and Dubai.

Hublot fuses traditional craft skills and mechanisms with unique construction methods, design and use of materials, focusing on the ultra-premium segment of the luxury watch market. Sponsorship of sports is an important part of the company's business model. In England, it has been the official timekeeper of the Premier League since 2020. The brand has also been the official timekeeper of the football World Cup since 2010.

Swiss luxury watchmaker Hublot expands online presence thanks to precision LinkedIn campaign

The challenge: Hublot needed a digital advertising platform allowing it to target a very specific audience likely to purchase its products, giving the brand the ability to reach specific segments accurately through LinkedIn's narrow targeting capabilities.

The aim was to engage with a 'hyper-luxury' segment of potential customers.

Enter LinkedIn – the ideal platform to target such a specific audience.

The solution: A LinkedIn always-on campaign promoting four to eight timepieces in rotation and featuring new visuals has been running for a few years. The single image and carousel ads appear in LinkedIn users' newsfeeds to drive traffic to Hublot's website. These timepieces are strategic to the brand in terms of both seasonality and business objectives. The audience is targeted precisely using LinkedIn data, generating unique incremental reach.

LinkedIn products used:

- Sponsored content, single images, and carousel ads

How did LinkedIn help? Targeting allowed Hublot to reach an affluent audience with affinity for watches and other luxury goods. In the most recent campaign, increases in engagement and traffic helped Hublot to reach more people with the purchasing power to buy its products, encouraging sales. Tactics used included A/B testing to explore the best-performing ad sets. Optimised strategies based on A/B testing results were shared with the Hublot team on a monthly basis.

The results



Improved share of voice in luxury market



70% decrease in cost per thousand impressions



Click-through rates above benchmarks by +60% to +100%, depending on the markets targeted



“Our digitalisation of advertising is accelerating, and with it we are devoting bigger budgets to campaigns. This means our brand is also accelerating, and with it we are continuously exploring different opportunities and methodologies for the activation of our digital campaigns. The targeting capability that LinkedIn provides is beneficial for generating an incremental reach of a very targeted audience within our digital channel mix. This provides real added value compared to other social media activities.”

- Jonathan Mohammed, Digital Media Manager, Hublot