

How fast-growth startup Noodle.ai uses LinkedIn to scale marketing initiatives



N noodle.ai Location: San Francisco, CA | No. of Employees: 200 | Industry: Computer Software



“LinkedIn has been a great partner for Noodle.ai’s growing marketing initiatives, helping us achieve our top three OKRs: generating qualified leads, building brand equity, and attracting and retaining top talent.”

Gail Moody-Byrd
CMO at Noodle.ai

Challenge

- Noodle.ai is an Enterprise AI[®] AI-as-a-Service provider that launched three years ago, helping customers recover lost sales, reduce working capital, cut maintenance costs and gain overall operating efficiencies. Underlying all of this is a not-so-secret-plan to create a world without waste using AI.
- Noodle.ai was ranked a Top 50 US Startup by LinkedIn in 2018 and deemed a Gartner Cool Vendor for Artificial Intelligence Across the Supply Chain in 2019.
- Since Noodle.ai primarily targets C-level executives at very large companies as prospects, building awareness and traction with this hard-to-reach audience is a top priority.

Solution

In 2018 Noodle.ai completed a Series B funding round with investment from Dell Technologies Capital and increased funding from TPG Capital. This allowed them to scale up their marketing team and initiatives for rapid growth. The expanded team then worked to incorporate LinkedIn’s sales and marketing solutions into their overall marketing efforts as a strategic partner, helping Noodle.ai reach the elusive supply chain and manufacturing audiences.

Results

Before long, LinkedIn became an integral source of qualified pipeline for Noodle.ai. Leads from the platform tripled. “Right now, we look to LinkedIn for about 40% of our marketing qualified leads,” Steve Moskovitz says.

40%
of all qualified leads
from LinkedIn

3X
better lead gen ROI
than other methods

2-3X
Click through rates on paid LinkedIn content are performing 2-3x higher than industry standard

Always be optimizing

- One key element of a LinkedIn strategy that delivers is paying close attention to analytics and continually making tweaks based on performance. Commitment to this mindset has helped Noodle.ai realize outstanding ROI on their LinkedIn efforts.
- According to Leslie Poston, the LinkedIn audience response to specific pieces of content is helpful in planning future content specifically designed for executives looking to understand more about Enterprise AI®.

Mix and match

- Noodle.ai now finds LinkedIn to be a more cost-efficient lead generation channel than event marketing, which had previously been the company's main source. This is a good example of an instance where two tactics can work together cohesively.
- "I can say one of the deals that's going through the pipe that could be our largest in company history, potentially, is from LinkedIn," says Steve Moskowitz. "The prospect requested more information and we were going to be at the same event, so we were able to set up time there. Without LinkedIn, we would have just been hoping that they would come by the booth."
- Noodle.ai also maintains tight cohesion between its organic and paid content by eliminating silos and ensuring the marketing, sales, and product teams are in sync. "We have all-hands company meetings fairly frequently to make sure that everyone's aligned on messaging," says Leslie Poston. "We also have industry-based meetings and product-based meetings where we're constantly ensuring that we're supporting each other to reach a shared goal."



"LinkedIn's paid content options help us target more precisely. Without those levers we would just hope we were reaching the right people."

Steve Moskowitz
Director of Growth Marketing at Noodle.ai

A deeper impact

- Noodle.ai states that its mission is "to create a world without waste." The efficiency and sustainability made possible by their solutions help large corporations reduce CO2 emissions, material waste, power consumption, and more.
- This message of decreasing environmental impact is an important one. At LinkedIn, we're proud to help companies like Noodle.ai connect with influential executives that can make a difference.
- Visit [Noodle.ai](https://www.noodle.ai) to learn more about the company and their Enterprise AI® applications and platform.



"LinkedIn's thriving ecosystem of executives is an essential part of our overall content and community strategy. As a startup whose audience is made up of industries not known for being digital-first, LinkedIn offers access to a trusted community that would otherwise take years to build up."

Leslie Poston
Director of Content, Social, and Community at Noodle.ai