



HP turns to LinkedIn Audience Network to scale engagement with IT decision makers

Challenge

Reach qualified leads at scale

As a global tech powerhouse, HP is committed to supporting technology professionals across every major industry. But in an increasingly fragmented ecosystem, engaging time-poor IT decision-makers requires an integrated and targeted strategy.

Historically, the company had been utilizing third-party data and web cookies to identify, target, and nurture new leads, but its own research had confirmed these methods were quickly becoming less accurate – with advertising costs continuing to rise and the level of scalability declining every day.

The business was seeking to drive awareness and consideration of its products and services among key IT and cybersecurity leaders. However, it wanted to pivot away from traditional marketing tactics and move toward more account based marketing (ABM), particularly via LinkedIn.

With its existing LinkedIn Feed advertising campaigns proving successful, HP sought to double down on its strategy and expand its reach. It also wanted to leverage its existing targeting data and insights to reach new, similar audiences across other trusted websites beyond LinkedIn.

About HP

HP is a technology company that believes one thoughtful idea has the power to change the world. Its product and service portfolio of personal systems, printers, and 3D printing solutions helps bring these ideas to life.

Goals

1. Target Relevant Audiences

Employees

10,000+

Industry

Information Technology

Headquarters

Palo Alto, California

Reach

Global

Solution

Precise targeting across trusted sites at scale

Boosting influence with key audiences

HP turned to LinkedIn Audience Network to supplement its LinkedIn Feed activity and reach its core audience members on other websites they use and trust.

The business regularly targets potential customers across a wide range of industries – from cybersecurity to healthcare and government. With LinkedIn Audience Network, HP had the ideal solution to extend the reach of its existing LinkedIn campaigns – enabling it to grow its share of mind across multiple industries safely, accurately, and efficiently.

By targeting based on users' professional demographics, including job titles and job functions, HP could reach more strategic members of its targets' buying committee across the LinkedIn network and expand its influence.

A scalable approach for Account Based Marketing objectives

HP team could easily set up and run ABM campaigns by matching their target companies against the 13+ million LinkedIn Pages and utilize their existing campaign settings, including bidding and budgeting insights – resulting in a better return on ad spend and stronger engagement.

Advertising with confidence

HP could also trust that, with LinkedIn, its ads would only be served on trusted apps and partner sites. The team could work alongside LinkedIn experts to upload a custom block list and ensure campaigns were delivered with maximum relevance and context.

Using LinkedIn Audience Network increased its advertising campaign scale by at least 2 to 3x – exposing HP's brand to prioritized audience segments. The business also saw lower CPCs and higher View-Through Rates among their target audiences.



The audience that LinkedIn provides is really valuable to us and it's hard to find a similar quality of audiences elsewhere. LinkedIn has always been an effective platform for us to engage our key audience targets."

Karolina Tuszewicka

Head of Digital Media Activation, North America



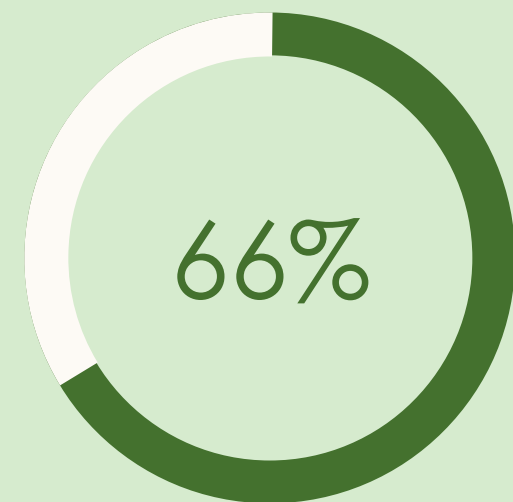
Results

The strategy enabled tremendous reach and efficiency gains for HP.



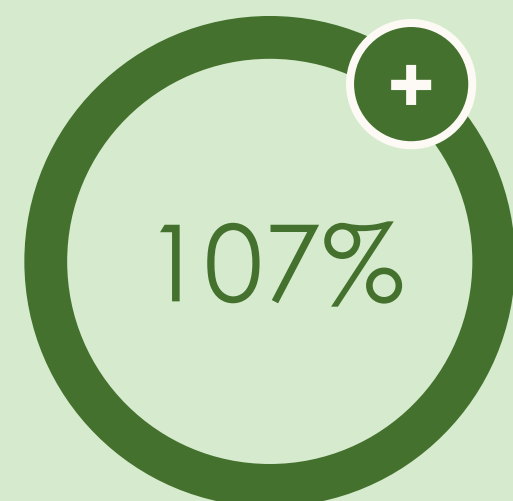
HP saw a 12x increase in clicks from CTOs, a key target customer segment.

Clicks also increased among IT Directors, IT VPs, and IT senior professionals



The business brought down eCPMs by 66% and reduced eCPCs by 44%.

LinkedIn Audience Network reduced overall campaign costs and optimized ROI



LinkedIn Audience Network drove 107% higher view rate compared to other platforms.

Results helped indicate LinkedIn was a top-performing channel for HP



In my opinion, LinkedIn has the most accurate data set for targeting professionals. You have the ability to connect people to accounts, as well as job titles and functions, which is a critical part of our commercial targeting.”



John Marshall

Head of Global Media Investment and Innovation