

How **Vision Critical** scaled their digital programmes to support account-based marketing strategies: driving **122% more conversions** using LinkedIn Sponsored Content and Lead Gen Forms



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One-third of the world's top brands like Changi Airport, LinkedIn and Toyota rely on Vision Critical's customer intelligence platform to build better customer relationships and generate fast, high-quality customer insight to inform business decisions. Every day, Vision Critical's platform powers millions of customer-to-brand conversations across 45 countries worldwide, supporting insight-driven brands on their journeys towards customer centricity.

Shifting to ABM

In 2017, Vision Critical shifted from a traditional lead generation approach to an account-based marketing (ABM) strategy. Using ITSMA's ABM framework to shape strategy, its Asia Pacific marketing and sales teams needed a way to scale engagement across targeted accounts and verticals, with programmatic ABM.

With an effort led by digital marketing specialist Shaun Lee, Vision Critical launched digital campaigns through LinkedIn Sponsored Content to drive awareness and create swell across the right accounts and verticals. Within a few days of experimentation and optimisation, Shaun quickly recognised

that using Sponsored Content with LinkedIn Lead Generation Forms generated five times better conversion compared to landing pages on the Vision Critical website.

Excited by the results, the marketing team trialled Matched Audiences. With 500 named accounts, they expanded their campaign reach to over 800,000 similar profiles. Vision Critical recognised that, unlike other programmatic solutions, LinkedIn was able to effectively target senior decision makers, buyers and influencers. As a result, the team redirected and reallocated the majority of their programmatic investments to LinkedIn.

Objectives

- Accelerate account-based marketing efforts
- Create digital swell across target accounts
- Raise awareness among target audience
- Sharpen targeting abilities across Asia Pacific
- Generate qualified sales leads

Solutions

- LinkedIn Sponsored Content
- LinkedIn Lead Generation Forms
- LinkedIn Account Targeting
- LinkedIn Sales Navigator

World's largest professional network

- Access to the world's largest professional network with more than **546 million** users in **200 countries**
- Precise targeting capabilities by location, skills and seniority
- Ability to manage and scale key target accounts

Results

- **5X spike** in sales leads with LinkedIn Lead Generation Forms
- Engagement levels that exceed industry benchmarks

“We needed a way to create swell across the accounts we care about, improve our targeting efforts and drive the right conversions. After experimenting across multiple paid channels, LinkedIn Marketing Solutions quickly became our most successful digital channel to support our ABM strategy”



Shaun Lee
Digital Marketing Specialist,
Vision Critical

Driving Better Personalisation

Lauren Ginter, Vision Critical’s Senior Content and Customer Marketing Specialist, adds that LinkedIn’s precise targeting enables her team to tailor content for different cultural contexts and deliver it to the right audience—essential in a region as diverse as Asia Pacific.

“As a result, we’re seeing better engagement with our content and campaigns resonating with different audience segments,” she said.

With their initial success on LinkedIn, the team decided to run separate campaigns for skills-based audiences and key target accounts. “Results shot up,” Shaun revealed. With LinkedIn Account Targeting, Vision Critical could target a list of high-value accounts—without direct contacts within those companies.

“LinkedIn has been a valuable asset in allowing us to rise to the ABM challenge,” said Hugo Rajotte, Vision Critical’s Inside Sales Manager, Asia Pacific. “For us, ABM is a whole-

team shift—not only involving marketing, but my inside sales team and the outside sales teams as well. On top of using LinkedIn Sales Navigator, LinkedIn ad campaigns have given us unprecedented value with the ability to engage our target accounts, and others similar to them, with the right message on the right channel.”

Beating the Industry Benchmarks

Just five months into its maiden digital marketing voyage, Vision Critical is already seeing engagement levels far above industry benchmarks. With its deal cycles typically taking six months, the team’s next steps include defining micro conversions along the way to strength their ROI case. Vision Critical’s campaign performance metrics on LinkedIn are performing strongly in support of its global ABM strategy.



“Seeing engagement results at 3X the industry average shows we are delivering the right message to the right audience”



Lauren Ginter
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