

Digivizer's marketing analytics platform boosts Macquarie Data Centres' LinkedIn ad conversions by 7.5x in one year



Industry: IT Services and IT Consulting
No. Of Employees: 501-1000
Headquarters: Sydney, New South Wales, Australia



“Digivizer helps us get all the data needed to know our customers better, test hypotheses, make granular adjustments and improvements to our LinkedIn campaigns – all from one central platform in real-time. By integrating Digivizer with LinkedIn Ads, I know what's working, all the time. Better still, I know why programs perform well.”

Krish Ruban
Head of Marketing, Macquarie Data Centres

About Macquarie Data Centres

Macquarie Data Centres is Australia's pioneering provider of sovereign and secure data center infrastructure and colocation services. The company is trusted by over 42% of Australian Federal Government agencies, and by global multinationals, two out of three global hyperscalers and many Fortune 500 companies – in particular when establishing or expanding a local presence in Australia.

Macquarie Data Centres partnered with certified LinkedIn Marketing partner Digivizer to obtain real-time insights across all its online marketing channels – especially

LinkedIn – to optimize campaigns targeted at its niche audience: large international enterprises seeking colocation data center services in Australia.

Digivizer's marketing analytics platform helped Macquarie Data Centres to establish performance baselines and kickstart a test-learn-improve phase from 2022 to 2023. This enabled Macquarie Data Centres to improve conversions on LinkedIn by 7.5x, and increase traffic to its website with improved efficiency that saw costs per click (CPC) drop by 69% and click-through rates (CTR) almost double.





Challenge

Macquarie Data Centres sought to improve performance visibility to better reach its niche audience. It faced:

- Difficulty in effectively targeting its low-volume group of prospects, and measuring performance for multiple buying personas, individually and comparatively
- Challenges in measuring campaign impact and demonstrating ROI of a curated customer journey across all platforms
- Difficulty in comprehending campaign performance due to limited visibility and outdated insights
- Challenges with time-consuming manual reporting and conflicting data across platforms



Solution

Digivizer provided specific, targeted multi-channel performance insights needed to improve campaigns:

- Digivizer's dashboard provided a 360-degree view of digital marketing performance across channels, including LinkedIn Ads, organic, paid, and search campaigns
- Digivizer provided visibility into every aspect of Macquarie Data Centres' LinkedIn Ads performance down to individual creative execution
- Digivizer's reporting automation delivered real-time insights into what works and what doesn't, enabling rapid, effective optimization adjustments and fixes



Results

From 2022 to 2023, Digivizer enabled Macquarie Data Centres to:

- Obtain complete visibility and full-funnel understanding of ad performance on LinkedIn and other channels, and better understand their niche audiences' drivers
- Target audiences more precisely, reduce overspend on underperforming campaigns, and maximize every dollar spent on high-performing alternatives
- Make cross-channel performance comparisons around CPC, CTR, cost-per-conversion, and other metrics - across LinkedIn and other channels.
- Detect potential campaign issues in real-time and accelerate campaign optimization and interventions by tracking key metrics faster and more frequently
- Improve LinkedIn's contribution to website users from 0.8% to 32% of the total, making LinkedIn the largest contributor to website traffic

With Digivizer, Macquarie Data Centres gained full visibility into marketing performance insights across all platforms in real-time, enabling its teams to better understand audiences, analyze performance from campaign to creative, and make rapid optimizations for the best results. Being able to demonstrate how effective LinkedIn is with data makes a significant difference to future marketing decisions and budgets - enabling the company to explore new marketing strategies, like account-based marketing (ABM) on LinkedIn.

7.5x INCREASE

In conversions from LinkedIn paid campaigns

1.3x INCREASE

In clicks from LinkedIn to website

73% BETTER CTR

At 69% Reduced CPC

2.2 MILLION

Paid impressions delivered, driving better brand awareness