

# Data-driven personalisation drives 7x marketing ROI on LinkedIn



Headquarters: California, USA | No. of Employees: 51 – 200 | Industry: Computer Software

## Challenge

- To drive pipeline by precisely targeting prospective buyers (e-commerce merchants) through highly personalised direct response campaigns
- To seed long-term demand by retargeting and nurturing warm audiences with brand and product awareness content

## Solution

- Integrated Campaign Manager with Hightouch.io, a data activation platform and Dreamdata, a revenue attribution platform, and its own data warehouse
- Tracked 20+ buying intent signals and automatically trigger a marketing campaign with highly personalised messages delivered as Conversation Ads
- Served brand messages, product awareness content and customer stories to nurture top-funnel audiences
- Monitored account penetration and engagement rate to assess when prospects are ready to move down the funnel

## Results

- 7x ROI, 80% Conversation Ad open rate, 60% Lead Gen Form submission rate

“ By combining our own data with LinkedIn’s via partner integrations, we’re able to monitor a range of buying intent signals and launch highly personalised campaigns to the right audiences at precisely the right time. Doing so enabled us build a sales pipeline worth 7x our marketing spend in 2021.



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