



Brand investment pays off in lead generation

Headquarters: Nottingham, UK | No. of Employees: 501 – 1,000 | Industry: Software Development

MHR built on momentum from a brand awareness campaign by targeting a precise audience of decision-makers in the HR, Payroll and Finance functions for lead generation. They achieved:

1.5M+

Unique audience reach

+68%

increase in lead volume

-74%

decrease in Cost Per Lead

Here's how they did it:

- **Targeted lead generation:** Retargeted audiences from brand campaign and used Custom Segments, LinkedIn Groups and Member Skills to precisely identify audiences beyond job titles and job functions.
- **Vertical-first creatives:** Using their own insights that 71% of paid media clicks come from mobile devices, MHR optimised their creatives for mobile viewing with a vertical-first approach
- **Engaging ad formats:** For top-funnel brand awareness, MHR used Single Image Ads with impactful creatives; for bottom-funnel lead generation, they paired Conversation Ads and Single Image Ads with Lead Gen Forms.

“ We recognise the importance of building a strong brand, especially in the crowded marketplace we operate in. Our investment in refreshing our brand identity and pushing this out with a strong awareness campaign on LinkedIn is already paying off. Not only are we seeing a 68% increase in lead volume and 74% reduction in Cost Per Lead, we've also been able to penetrate a new customer segment of finance professionals with greater ease and cost-efficiency.”



Jordan Rowson
Social Media Manager, Paid
MHR

