

Deeper conversion measurement on LinkedIn provides greater campaign efficiencies



Utilizing deeper conversion tracking measurement more accurately assesses LinkedIn's value to your business.

A leading financial services provider leveraged LinkedIn Marketing Solutions to prospect, nurture and convert account sign-ups.

Initially, the client was mainly focusing on lower funnel tactics and cost per sign-up performance benchmarks were not as efficient as other tactics and channels. That said, all parties believed that the quality of the sale and/or deeper conversion metrics would tell a different story.

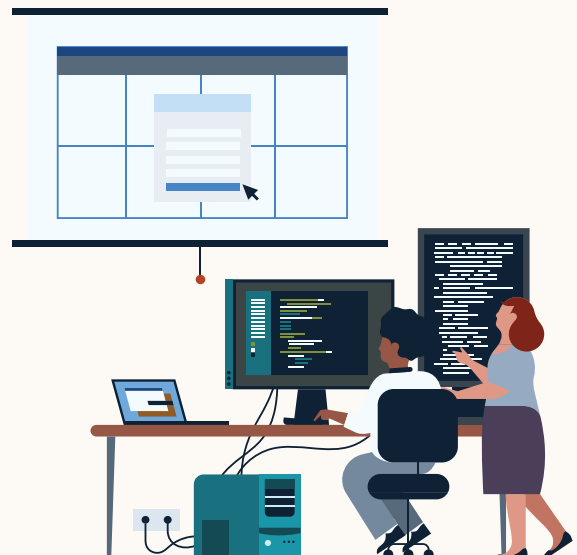
Collaborating with LinkedIn's insights team and utilizing one of our conversion measurement solutions we were able to show just that.

LinkedIn's True Value for Driving Business Outcomes

Once the campaign concluded, the client's analytics team partnered with LinkedIn to share their CRM data via an anonymous, privacy-safe transfer containing deeper conversion and transactional data.

These records were then matched with LinkedIn's campaign-delivery metrics such as impressions and leads.

Finally, with both delivery and outcome data centrally stored, LinkedIn was able to help the client measure the efficacy of its targeting and the influence its campaigns had on revenue.



Methodology



Access to 1st Party Client CRM Data

- Client shared sales opportunity records at a company level.
- LinkedIn reviewed records, focusing on key slices of the data.



Integration and Matching to LinkedIn Data

- LinkedIn matched the hashed customer account names to company IDs in our database.
- LinkedIn combined client opportunity records with our campaign conversion and engagement data.



Insights & Recommendations

- LinkedIn analyzed LI-influenced opportunities vs non LI-influenced opportunities (conversion used as signal for identification).
- LinkedIn provided deeper-level, more accurate insights on campaign ROI.



Key takeaways

LinkedIn Provides High Quality Reach



~50%

of the client's transactions were exposed to LinkedIn paid media.

LinkedIn Generates Larger Deal Sizes



5X

On average, accounts exposed to LinkedIn paid media generated 5x more revenue than non-exposed accounts.

Engagement is a Proxy for Success

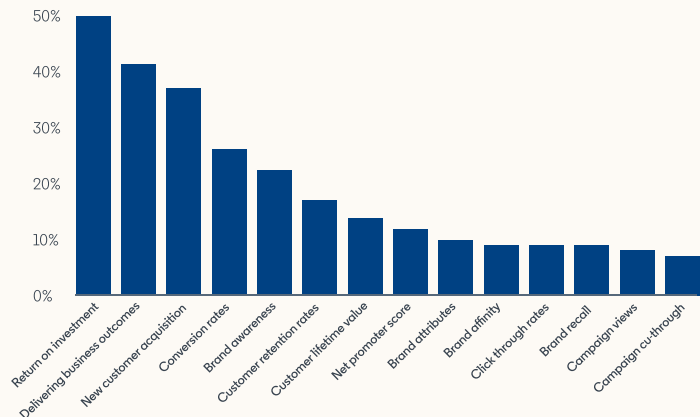


3X

Accounts that also engaged with media were 3x more valuable than those just exposed.

Why measuring ROI matters

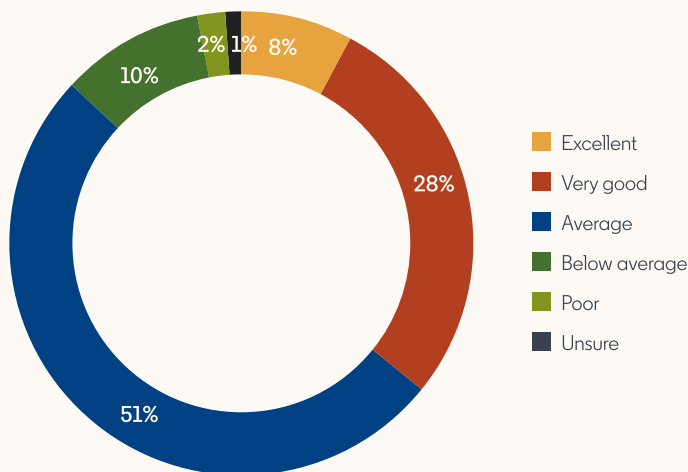
Which are the top three most important metrics for the CEO, CFO and board members?



*All respondents - Source: Marketing week's Language of Effectiveness Survey 2022.

Among the 75% of respondents who measured content performance, 36% indicated they're doing an excellent or very good job.

How B2B Marketers Characterize their team's ability to demonstrate content marketing ROI



Base: Content marketers who measure content performance, Aided list. 12 Annual Content Marketing: Content Marketing Institute/Marketing Profs, July 2021

Excellent - We have measurement data showing ROI on overall content marketing approach.

Very good - We have measurement data showing ROI on at least one content marketing initiative with well-informed insights in other areas.

Average - We have well-informed insights, but lack measurement data showing ROI.

Below average - We have only speculative insights at this point.

Poor - We have little insights into what works and what doesn't.

Metrics that matter:

How audience measurement can unlock ROI

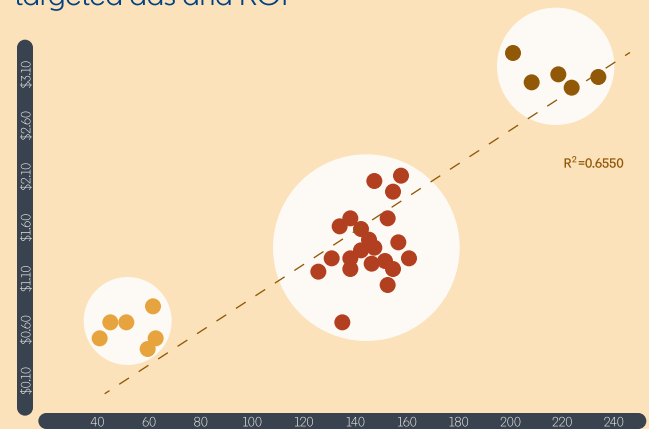
They say the beginning is a good place to start. We agree.

The first step of any successful marketing campaign is figuring out who your audience is. Reach and targeting are bedrock metrics for brand awareness. But recent Nielsen research found that these measurement metrics don't just help marketers understand who they're reaching, they can also help them drive better sales outcomes.

A 2022 Nielsen study of 15 brands and 82 digital campaigns in the U.S. revealed that there is a very strong relationship between target reach and campaign ROI. For the analysis, in-flight target reach metrics were sourced from Nielsen Digital Ad Ratings (DAR), and outcome metrics were sourced from Nielsen Attribution, which determines ROI at the impression level. When combining these measurements on a consistent set of campaigns, we found one clear truth: Campaigns with strong target reach delivered better sales outcomes.

Ads that best reached their audience had significantly better ROI than those that didn't.

Tracking the relationship between targeted ads and ROI



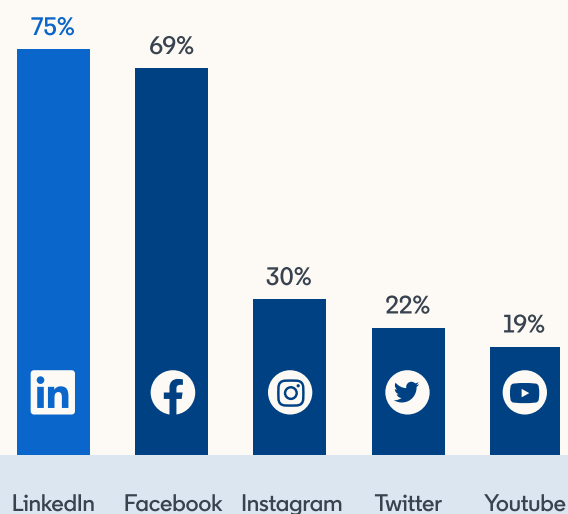
The cluster in the lower left, which represents an underdelivered audience, generated an average ROI of \$0.25 for every \$1 spent.

The middle cluster, which better targeted its audience, generated an average ROI of \$1.

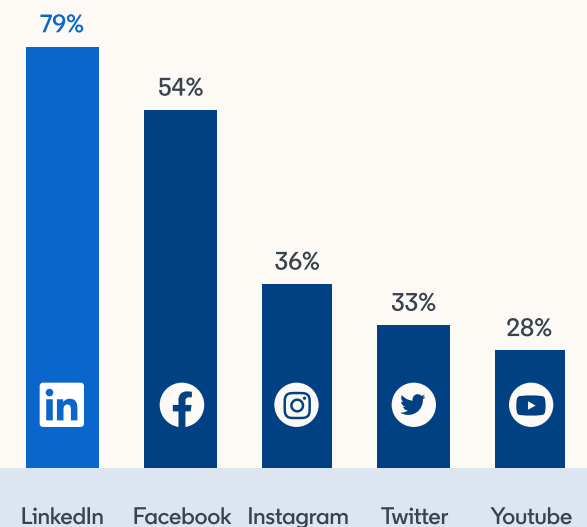
And the cluster that best reached its audience, in the upper right, also had the highest ROI: \$2.60 on average.

Source: Nielsen Digital Ad Ratings and Nielsen Attribution 2022.

Paid social media platforms B2B content marketers **used** in the last 12 months (top 5)












B2B paid social media platforms that produced **best results** in the last 12 months (top 5)



US Digital Trust Benchmark 2022: LinkedIn #1 in Ad Experience, Security and Community

Digital trust 2022 ranking, by pillar

									
Security	1	1	3	5	6	7	4	8	9
Community	1	2	3	7	4	6	5	8	9
Ad Experience	1	2	4	3	7	5	8	6	9

Note: a social platform's ranking within each pillar is based on its mean pillar score, which is calculated by averaging respondents 7-point Likert scale responses: each pillar is assigned a multiplier equal to the mean rating of its impact on respondents decision to interact with ads/sponsored content they see on a social platform (using a 5-point Likert scale); multiplier adjusted pillar scores are added up to determine the overall ranking. Source: Insider Intelligence, "US Digital Trust Benchmark 2022," Sep 2022.

How LinkedIn can help you measure revenue and return on ad spend

	Description / Primary outcome	Requirements:	Key Benefits:	Type of Solution:
Hamilton	ROI Analysis.	Sharing CRM Data.	White glove insights service.	Custom Insights.
RAR (Revenue Attribution Report)	ROAS & Revenue Influenced by LinkedIn.	Connect CRM to LinkedIn Business Manager*	ROAS & influenced revenue within Business Manager.	LinkedIn Native (in limited beta).
Offline Conversions	Conversion tracking for offline actions; revenue influence/ attribution.	Pass hashed conversion data back to LinkedIn via manual upload or partner integration.	Understanding actions after consumer moves offline; view reporting in Campaign manager.	LinkedIn Native.

Note: This is just a sample of LinkedIn's current measurement offerings and even more solutions are currently in development. Talk to your account reps today about a specific fit for your business needs. *Currently Salesforce is the only available CRM sync.

Visit marketing.linkedin.com to learn more about how LinkedIn Marketing Solutions can help you achieve successful business outcomes.

