snag.

LOCATION
ARLINGTON, VA

NO. OF EMPLOYEES
500+

INDUSTRY
Employment, Internet

Snag Engages Its Target Audience and Lowers Cost Per Lead With LinkedIn Video Advertising

Challenges:

Snag is the nation's largest and fastest-growing platform for hourly work, connecting more than 90 million registered job seekers with employment opportunities at 300,000 employer locations, primarily serving restaurants, retailers and the hospitality industry. They had honed their target audience with past LinkedIn advertising campaigns, but were finding it was difficult to get job seekers to engage. Not only were they seeing fewer leads than they wanted, their advertising dollars weren't being used efficiently. Snag's top priorities for their next campaign were:

- To be more efficient and get a lower cost per lead than what they saw in their previous paid campaigns.

- To create more interactive and engaging ads than their previous static image campaigns.

- To quickly grab the attention of their target audience, who is made up of business owners and managers with little free time.

"We were providing basically the same information in our video ads [as we had with static ads,] but we saw a spike in engagement. When you target the right audience, video is just a more engaging medium."

Ema Gantcheva
Senior Director, Demand Generation, Snag

Solution:

Snag releases an annual report on the **State of the Hourly Worker**, which had been a lead generator in the past. Because LinkedIn allows for targeting based on job title, the marketing team at Snag determined it was the right platform to get their video content about the report in front of business owners and managers.

"You're going to get better performance on LinkedIn," says **Ema Gantcheva**, Snag's Senior Director for Demand Generation. "People aren't coming to LinkedIn as a grandfather. They're coming to LinkedIn as the vice president of marketing."

With a deep understanding of their target audience, Snag employed video advertising to get more efficient with their budget. With video ads, Snag turned their focus to value, and created a campaign geared toward achieving a low cost per lead.

Results:

With the video campaign, Snag didn't just get more leads, they got better leads. Their hypothesis that busy professionals were more likely to engage with video proved correct, and they saw a rise in the number of engagements as well as a lower cost per lead. Overall, there was a substantial increase in performance of Linkedin video advertising over static ads.

Snag was able to engage its audience quickly and efficiently and get their entire message across in a single video.

165%
Video campaign had a 165% higher lead form completion rate than previous image campaign

110%
110% Return on Ad Spend (ROAS) compared to Snag's benchmark of 70-80%

84%
84% of form fills turning into qualified leads

60%
Video campaign had a 60% higher average engagement rate than previous image campaign

65%
Video campaign had a 65% lower cost per lead than previous image campaign

"Sometimes people look at media as expensive versus inexpensive. I think there's a value equation there that's more nuanced and it needs to be factored in."

Ema Gantcheva
Senior Director, Demand Generation, Snag

Visit **linkedin.com/videoads** to get started with LinkedIn video ads.