



CUSTOMER SUCCESS STORY

How Subway® Australia & New Zealand used LinkedIn Website Demographics to accurately define, target and convert new corporate customers



SUBWAY AUSTRALIA & NEW ZEALAND

The world's largest quick-service restaurant chain

Australia and New Zealand is the brand's third largest market outside the United States

The B2B market is a major customer segment for Subway® Catering

LinkedIn Sponsored Content

Focused marketing spend on serving relevant content to high-converting audience; filtered out existing customers to accurately track new customer conversions

LinkedIn Website Demographics

Plugged the LinkedIn Insights Tag into the Subway website to gain professional demographic insights into website visitors

Define High-Converting Audience

Identified top 5 highest-converting customer segments for targeting to maximise campaign effectiveness

Validate Marketing Assumptions

Used data-driven insights to verify or overturn existing marketing assumptions and strengthen marketing strategy

OBJECTIVES

01

To increase new customer conversions

02

To maintain cost effectiveness in cost per conversion

LinkedIn is our strongest platform for effectively reaching and targeting the professional market. With the LinkedIn Marketing Solutions team's invaluable insights into campaign optimisation, we were able to achieve campaign results that Subway is extremely pleased with.

Josh Mills,
Digital Director,
Ikon Communications