LinkedIn Lead Accelerator
Deliver More High-Quality Leads to Sales

The Challenges of the B2B Buyer’s Journey

Since up to 90 percent of the buyer’s journey can be over before a prospect reaches out to sales, marketers must keep their brands, content, and messaging in front of their target audiences throughout the purchase process.

Hitting a Wall with Traditional Lead Nurturing

To grow sales pipeline, B2B marketers strive to drive more of the right people into the marketing funnel, and nurture them until they’re ready to buy. But two primary factors make this no easy task: 95 percent of website visitors leave without providing an email address, and 80 percent of their marketing emails are going unopened.

Introducing a New Way to Nurture Leads

LinkedIn Lead Accelerator allows you to deliver high-quality leads to your sales teams by engaging prospects anywhere online with relevant ads and content.

Serve only the most relevant content and ad creative to high-value segments anywhere online, and optimize your messaging over time.

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2 20 Shocking Sales Stats That Will Change How You Sell, BuzzBuilder.
3 The Zero Moment of Truth Study, Google.
4 B2B campaign conversion rates range from 1.5% according to Sirius Decisions Benchmark Survey.
Use Lead Accelerator to engage both anonymous and known prospects through display and social ads, and LinkedIn Sponsored Updates.

1. **Identify** and target your highest-value audiences, both anonymous and known.
2. **Sequence** relevant messaging based on the profile and onsite behavior of your prospects across display and social ads, and Sponsored Updates.
3. **Increase** conversion rates with LinkedIn’s Autofill capability.
4. **Optimize** ad creative and nurture stream design through platform-supported A/B testing.
5. **Measure** program impact at every stage of the buy process through built-in reporting.

**Lead Accelerator Empowers B2B Marketers to:**

- **Drive more website conversions**
  Convert the 95% of web visitors who don’t provide an email address by delivering relevant ads on LinkedIn and wherever your prospects travel online.
- **Engage prospects beyond the inbox**
  Engage the 80% of known prospects who don’t open your emails.
- **Track program success**
  Understand the impact of your programs at every stage of the buy process.

LinkedIn Lead Accelerator: Part of the LinkedIn Marketing Solutions Full-Funnel Platform

LinkedIn Marketing Solutions are designed to impact every stage of your funnel. Visit business.linkedin.com to learn how you can use LinkedIn to reach more of the right people and nurture them through the purchase process until they’re ready to buy.

**Ready to talk to someone?**

Contact us at lnkd.in/lms-la.