



Broadridge®

Broadridge turns anonymous website visitors into quality leads with LinkedIn Lead Accelerator

“Lead Accelerator gives us a chance to re-engage prospects and educate them on our value.”



Jennifer Madrid

Senior Director, Digital Marketing and Social Media
Broadridge

Identifying and engaging with prospects

Broadridge is the leading provider of investor communications, technology-driven solutions, and data and analytics for capital markets firms, wealth management, asset management, and corporations. The company helps clients drive operational excellence to manage risk, accelerate growth, and deliver real business value.

Since its IPO in 2007, Broadridge has grown fast through acquisitions, organic growth, and new launches. “This can initially make it difficult for researching buyers to understand the complexity of our offering and solutions,” says Jennifer Madrid, Senior Director of Digital Marketing and Social Media for Broadridge. “As a result, this also poses challenges with lead generation and lead nurturing.”

While Broadridge receives thousands of anonymous visitors to its website monthly, the marketing team is continually focused on ways to convert traffic to qualified leads. “We have many different solutions and a long sales cycle, which presents a digital marketing challenge,” Madrid says. “We needed a way to nurture these prospects with content related to both who they are and what they need.”

Opportunity

- Educate prospects on unique solutions set
- Increase website conversion rates
- Generate qualified leads at an efficient price

Solution

- LinkedIn Lead Accelerator

Results

- Conversion rate **3X** higher than Broadridge benchmarks
- Cost per lead lower than Broadridge benchmarks

Relevant content to the right people

Broadridge chose LinkedIn Lead Accelerator as its solution to reconnect with website visitors and contacts within its marketing automation system, enabling them to nurture prospects across the web using targeted display and social ads, including LinkedIn Sponsored Updates. "LinkedIn Lead Accelerator gives us a second chance with people who've come to our site but didn't download information," Madrid says. "If they disengaged from our site early on, we could address their needs with the right information and content depending on which section of the site they'd visited."

With guidance from her LinkedIn account team, Madrid developed unique content for Broadridge's prospects based not only on their website behavior, but also their anonymous business demographics. "We also added clear calls to action that resonated with each audience," Madrid says.

Madrid also used the layout of the Broadridge website to create an audience segmentation strategy. "We have very clearly differentiated sections of our website that offer relevant information and materials to different financial services sectors," she says. "We segmented our audiences in the same way in Lead Accelerator – this allows us to nurture different groups with customized sets of content that will be most relevant to them."

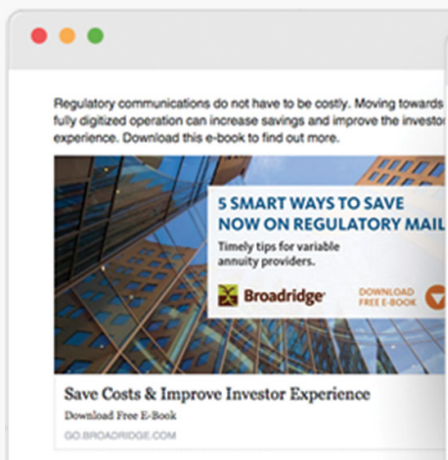
More conversions at lower cost per lead

Lead Accelerator generated a lower-than-expected cost per lead and boosted conversion rates for Broadridge by three times its own benchmarks. "It enables us to deliver relevant content to the right people," Madrid says. "By converting more of our anonymous website visitors into qualified leads, we're bringing new names into our sales pipeline."

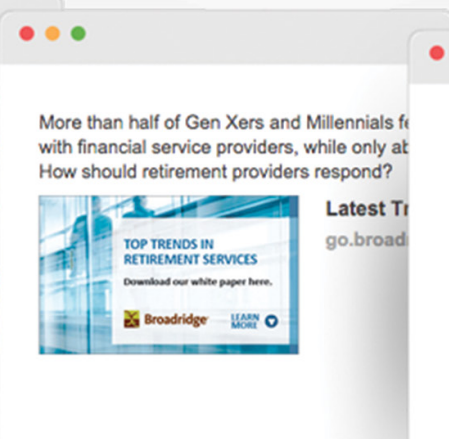
Broadridge's content flow in Lead Accelerator

Visitors to various sections of the Broadridge website viewed ads and content across multiple channels, sequenced over the course of two months after a visit. Visitors to the "Mutual Fund & Retirement Solutions" section of the website were offered relevant materials such as a cost-savings ebook, a research report, and an operational best practices guide.

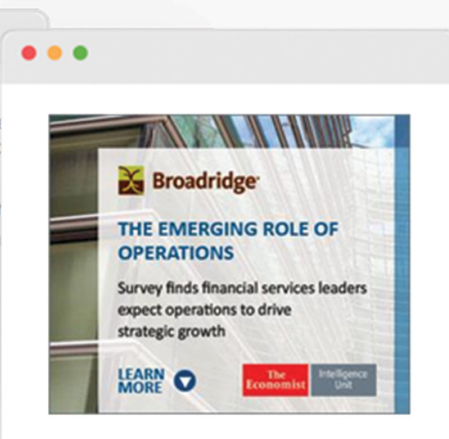
Wave 1



Wave 2



Wave 3



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