



CA Technologies achieves win-win with Spotlight Ad campaign, delivering higher quality leads at a lower cost per lead

“Our LinkedIn campaign succeeded because we’re connecting with a professional audience that’s in a business mindset. And since Spotlight Ads are customized and personalized, they’re even more likely to gain attention, raise brand awareness, and drive conversions.”



Andrew Spoeth
Head of Social Media Marketing
CA Technologies

Finding leads that convert

To drive leads for its enterprise software solutions, CA Technologies developed relevant, downloadable content targeted to high-level IT decision makers. The challenge was getting these high-quality leads to convert from clicks.

“Whitepaper downloads help us capture leads for CA Technologies - but for these leads to be effective, we needed to encourage not just click-throughs to our landing page, but conversions,” says Andrew Spoeth, Head of Social Media Marketing for CA Technologies.

“We were getting clicks on other social channels, but people were not moving through to convert,” Spoeth says. “We didn’t have much flexibility to change our landing page - so we needed to find another way to attract the right leads.”

Challenge

- Generate high-quality leads among technology decision makers
- Low conversion rates on other platforms for this campaign

Solution

- Dynamic 300x250 Spotlight Ads, which are customized with members’ profile image
- Drive target audience to relevant, informative whitepapers

Results

- **11.3%** conversion rate
- **68%** lower cost per lead than other social channels during this campaign

A unique ad solution

CA utilized LinkedIn Spotlight Ads, which are dynamic native ads that combine members' profile images with a brand's name and message. "The ads are visually appealing and eye-catching, since they include a member's profile picture - they also allow us to include more ad copy, which helps us better promote our content," said Spoeth.

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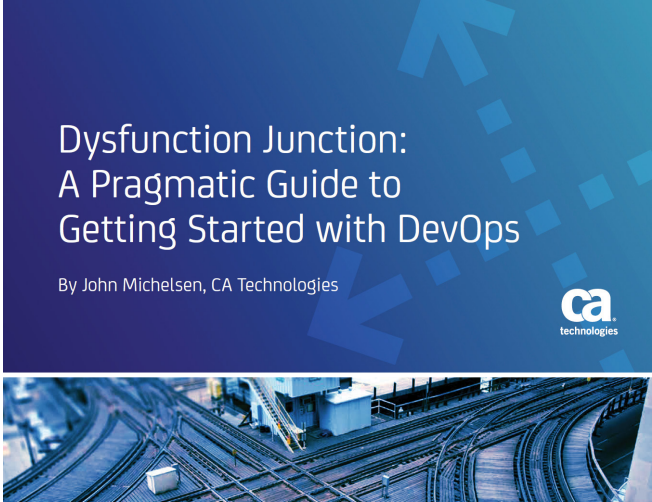
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CA Technologies increased conversions and content downloads using Spotlight Ads, which are personalized with a LinkedIn member's profile image

Driving results that matter

Demonstrating the importance of tracking ad results beyond the click, CA Technologies' Spotlight Ads campaign generated a 11.3% conversion rate, at a cost per lead 68% less than other social channels. As a result, CA Technologies moved money from other marketing channels and applied it to their ongoing LinkedIn campaign.

"Quality leads bring us better conversions for our social campaigns - and LinkedIn's targeting capabilities ensured that our ads were seen by the audiences most receptive to our marketing message," says Spoeth. "In fact, we've shifted marketing budget away from another social channels to LinkedIn because of these exceptional results."



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The Spotlight Ads drove members to relevant and informative content, such as this DevOps whitepaper

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