

HP Software Case Study

Precise targeting results in high conversion into sales leads



HP Software is the sixth largest software company in the world, and is used by 94 per cent of global Fortune 100 companies. It offers a comprehensive enterprise software portfolio to help companies optimise and secure their applications, information and infrastructure with insight.

In 2012, HP Software embarked on a marketing campaign for its Application Lifecycle Management (ALM) suite which provides a continuous process for managing the life of an application. The campaign focused on Functional Testing, one of the core building blocks of ALM, and targeted emerging Southeast Asian markets such as Indonesia and the Philippines.

Working with HP Software on the campaign were PHD Network, HP's media planner, and OOAK Consulting, which provided consulting services to HP for campaign development, planning, messaging and execution.

Locating decision makers and influencers

One of the challenges in marketing an ALM solution is in pinpointing the buyers within an organization. While some organizations carry out application development and testing in-house, others outsource the work to system integrators. It is also difficult to determine the level of interest within the organization when it comes to application testing.

Convincing business decision makers that their organizations need ALM is also a challenge because the software suite delivers productivity and efficiency benefits which may not be visible to those outside the development team.

Challenge

- Pinpointing decision makers for ALM investments
- Need to raise awareness of the need for ALM

Solution

- Make use of segmentation for precise identification of target audience
- Target display advertisements and InMail at "ideal profiles"
- Make use of InMail to engage prospects

Why LinkedIn?

- Successful track record as HP's marketing partner
- Ability to reach out to a highly-targeted audience
- Consistent in delivering quality leads

Results

- Achieved "open rate" of over 49 per cent
- "Clicks after open" averaged over 14 per cent
- 40 per cent of qualified respondents were converted into leads
- Enabled HP to better understand ALM-related needs within the respondent's organization

Given these considerations, the marketing team decided to frame the campaign as a market readiness assessment to gauge the level of interest in Functional Testing and to deliver a benefits-centric message highlighting the advantages of an automated solution.

A very precise marketing medium

When it came to executing the campaign, the team wanted a very precise marketing medium that would enable HP to reach out to its target segments without incurring too much wastage. At the same time, given the highly-involved nature of the ALM sales cycle, they also needed a mechanism to engage with prospects and explain HP's ALM value proposition to them.

"For this particular campaign, we wanted to reach a highly targeted and niche audience. Hence we needed to work with a partner that was able to fulfill this requirement with advanced targeting solutions," said Sheena Supaya, Business Manager, PHD.

LinkedIn fit the bill. It was able to provide high quality, well-segmented data that allowed marketers to be highly targeted in their outreach efforts. In addition, LinkedIn InMail met the marketing team's requirement for a mechanism to engage prospects and explain the company's value proposition.

The decision to go with LinkedIn was backed by HP Software Southeast Asia's successful use of the social media network in past campaigns. "We know that LinkedIn has consistently driven quality leads for our sales as well as campaigns such as event invitations. It has successfully complemented HP's rich in-house database in reaching out to prospects especially in targeted industries and countries," said Christina Chia, Marketing Manager, Southeast Asia, HP Software.

Matching the ideal profile

The LinkedIn account team worked with PHD to develop the right mix of media for the campaign, for example, the use of InMail and advertising banners.

Meanwhile, HP worked with OOAK Consulting to select the right target audience for the campaign. "LinkedIn gave us a list of targets based on industry, job role and employee size, and we really used all these to our advantage," said Genevieve Yeep, Director, OOAK Consulting. "We worked with HP to come up with the ideal customer profile and were able to get a very good segmentation from LinkedIn that matched this profile."

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Banners were placed the Profile Page of LinkedIn members who matched HP's requirements and on the LinkedIn Home Page as well. Over a period of six weeks, from 15 October to 30 November 2012, the banners received over 99,500 impressions.

However, it was in the use of InMail that the campaign really shone. "With detailed and updated information on its members, LinkedIn made it possible for us to be very precise in our targeting. As a result, the response to the campaign was staggering. One out of every two people actually opened our email," said Chia.

A superb base

The HP campaign was highly successful. The InMails achieved an "open rate" of over 49 per cent compared and "Clicks on sent" averaged over 14.3 per cent.

"The 'open rate' and 'clicks on sent' reflected the activeness of the LinkedIn user base," said Chia. "The response we achieved with LinkedIn meant that the base they have is superb."

The InMails also paved the way for HP to engage with potential customers in a conversation on Functional Testing. Prospects were asked questions, jointly developed by the marketing solutions team, to find out how testing was being done in their organization. The answers to these questions enabled HP to better understand the ALM-related needs within the respondent's organization and among the pre-qualified contacts who responded to email, more than 40 per cent were converted into sales leads.