



## Mercedes-Benz USA gets more mileage from shareable content with Sponsored Updates from LinkedIn

*“LinkedIn Sponsored Updates help our marketing messages resonate with our target audiences, and reach our consumers where they spend time online in a relevant and meaningful way – especially when the updates are coupled with Display Ad campaigns. In today’s crowded marketplace, having engaging content and distributing it via a nimble, cohesive paid/earned/owned promotional plan is key. Sponsored Updates allow people to not only learn more about the brand and how we’re constantly improving on technology and luxury, but to share this content with colleagues.”*



**Mark Aikman**  
Social Media Lead  
Mercedes-Benz USA

### Challenge

As Mercedes-Benz USA launched its newest E-Class and S-Class models, they sought innovative ways to build awareness about their luxury line by sharing compelling content with an affluent audience. They also sought a marketing tool that would add value to its Display Ad branding campaign on LinkedIn.

### Solution

Mercedes-Benz USA, working with digital agencies Merkle + Partners and Razorfish, used Sponsored Updates coupled with Display Ads to promote videos of their luxury line to a targeted audience in a relevant and meaningful way. Sponsored Updates helped Mercedes reach a premium audience that’s receptive to its marketing messages, in a context that drives greater relevance and impact.

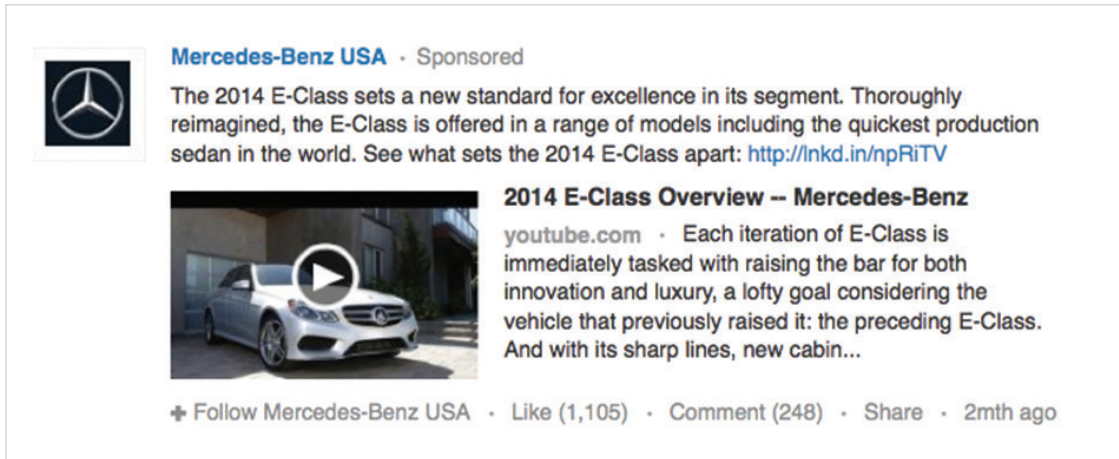
As part of its Sponsored Updates campaign, Mercedes-Benz USA:

- Created greater reach for content about the new E-Class and S-class models
- Generated real-time analytics on content, providing insight for future content development
- Targeted content to both a broad audience of professionals and senior executives
- Used LinkedIn Display Ads to drive qualified traffic to Mercedes-Benz USA website

### Results


Sponsored Updates provided a new way for Mercedes-Benz USA to engage with high-net-worth professionals, resulting in engagement rates of up to 1%. The ability to add rich media content such as video to top-performing posts also helped drive high engagement.

## Campaign Screenshots



**Mercedes-Benz USA** · Sponsored

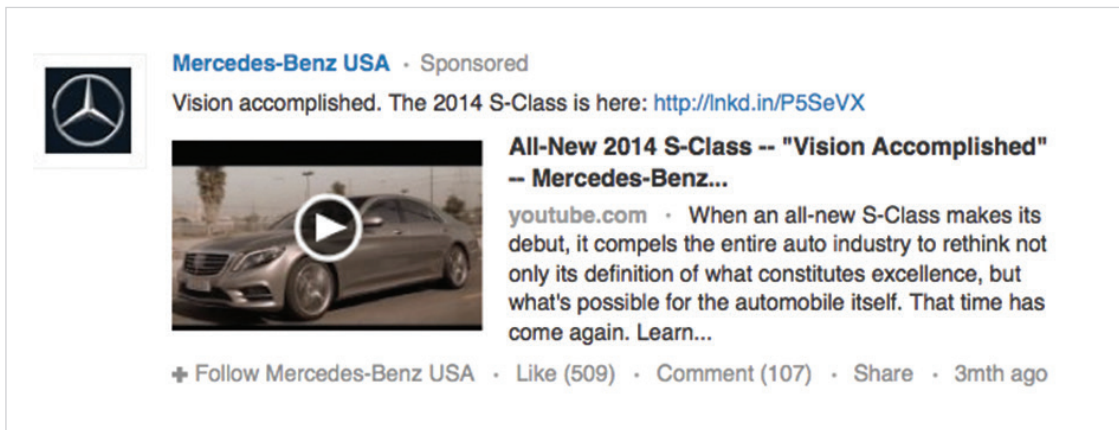
The 2014 E-Class sets a new standard for excellence in its segment. Thoroughly reimagined, the E-Class is offered in a range of models including the quickest production sedan in the world. See what sets the 2014 E-Class apart: <http://lnkd.in/npRiTV>



**2014 E-Class Overview -- Mercedes-Benz**  
youtube.com · Each iteration of E-Class is immediately tasked with raising the bar for both innovation and luxury, a lofty goal considering the vehicle that previously raised it: the preceding E-Class. And with its sharp lines, new cabin...


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Mercedes-Benz USA used Sponsored Updates to promote its 2014 E-Class model



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Vision accomplished. The 2014 S-Class is here: <http://lnkd.in/P5SeVX>



**All-New 2014 S-Class -- "Vision Accomplished" -- Mercedes-Benz...**  
youtube.com · When an all-new S-Class makes its debut, it compels the entire auto industry to rethink not only its definition of what constitutes excellence, but what's possible for the automobile itself. That time has come again. Learn...

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Sponsored Updates have helped Mercedes-Benz USA share content about product advantages

<sup>1</sup> LinkedIn Insights, "Driving Success for Auto Brands", July 2013

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