



## Alteryx generates quality leads at lower cost, using Sponsored Updates to share content with target audiences

Alteryx, headquartered in Irvine, California, creates data blending and advanced analytics software that empowers data analysts to deliver deeper business insights in hours, not weeks. Founded in 2010, the company is focused on reaching departmental data analysts and analytics decision makers to educate them on how they can create consumer analytics that drive better business decisions - and do so using all of the relevant data, including Big Data and emerging sources of data such as social media and cloud applications.

LinkedIn Sponsored Updates helped Alteryx generate quality leads, at a lower cost than search advertising.

"LinkedIn is rapidly becoming one of our best sources of leads," says Rick Schultz, Senior Vice President of Marketing at Alteryx. "With Sponsored Updates, we get the right kind of leads - primarily data analysts - who are not only interested in the relevant content we've created and in learning more about our product, but also fit our target audience profile perfectly."

### Challenge

Alteryx competes with large, established analytics platform providers but has a unique appeal to the data analyst audience. Finding and nurturing quality leads that fit the varying data analyst and decision maker profiles is a key part

of the company's marketing strategy. By utilizing their free trial software download, a range of videos and educational whitepapers and e-books, they are able to generate engagement and capture leads.

"Our core audience is data analysts, who work across many departments - in addition to those decision makers who choose new solutions," explains Rao Advikolanu, Director of Inbound Demand Generation at Alteryx.

"We'd get a lot of data analytics students responding to our search ads, who were not the audience we were trying to reach. When we tried to scale up our paid search efforts with even more targeted keywords, the search terms became expensive and still did not consistently deliver the right target audience."

### Solution

To more precisely target their paid acquisition campaigns, Alteryx used LinkedIn Sponsored Updates to deliver content offers directly into LinkedIn members' feeds. "LinkedIn offered us a cost-per-click model, which fits the way we manage campaigns," Advikolanu says. "We're able to target specific

companies and job titles, so we avoid unproductive leads. Moreover, we can also reach people at companies we know are good prospects."

Targeting also helped Alteryx aim different content at different audiences, increasing the chances that they'd respond positively. "In Sponsored Updates targeting data analysts, we'll offer free downloads of our software, so they can try us out and see if we fit their needs," Adavikolanu explains. "For C-level executives, we might offer a Gartner report." Alteryx also used Sponsored Updates to promote a free e-book called *Big Data Analytics for Dummies*, and to drive traffic and prospective leads to a microsite highlighting the company's advantages over competitors.

## Results

- **4X lower** cost per lead with LinkedIn Sponsored Updates vs. search advertising
- **3X lower** cost per click with LinkedIn Sponsored Updates vs. search advertising
- **2.5X growth** in Company Page followers

## How They Did It

Rao Adavikolanu, Direct of Inbound Demand Generation at Alteryx, offers insights on generating leads using LinkedIn Sponsored Updates.

- **Take advantage of Skills and Groups targeting:** "We put a lot of effort into identifying potential segments using LinkedIn's Skills and Groups targeting - identifying enough

Groups and qualified skills to generate a sizeable target audience," says Adavikolanu. "The LinkedIn tools help identify related segments - but be persistent in choosing the maximum amount of potentially relevant Skills or Groups for your campaign."

- **Be provocative:** "One of our best campaigns in terms of responses and interactions was a competitive campaign called 'Analytics Unchained' that promoted some humorous videos and asked whether a customer would rather use a less efficient product for their next analytics project," says Adavikolanu.
- **Test creative against multiple target audiences:** "Tune your creative to each audience so that you get maximum resonance and CTR," Adavikolanu advises. "Take one company update and test it across several target audiences to identify CPC, CTR, and cost per lead differences. Then, change and test messages to see which ones generate the best results."
- **Use partners for content creation:** "We got permission from Wiley, publishers of the popular Dummies books, to use the brand and format for our e-books, *Predictive Analytics for Dummies* and *Big Data Analytics for Dummies*," Adavikolanu says. "This gave our e-books instant credibility because of the very recognizable brand and drove people to learn more about Alteryx."
- **Customize your update's creative:** "Take advantage of the ability to change the headline, text, and image of your update," Adavikolanu suggests. "Make the copy pop out to your potential viewer."
- **Feed fresh content to new followers:** "Since a Sponsored Updates campaign usually brings followers to your Company Page, keep these new prospects engaged," Adavikolanu says. "Deliver new content and start discussions so that these followers have reasons to come back to your page and see what's new."

## Campaign Screenshot

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