Catavolt Implements LinkedIn AutoFill on Landing Pages: Sees Increased Data Quality and Decreased Cost-Per-Conversion As A Result

Overview

Catavolt's enterprise application mobility platform helps companies out-mobilize their competition. Companies use Catavolt to create apps quickly that are fast and personalized for users, secure and manageable for IT, and create meaningful outcomes for the business, at a fraction of the cost of traditional development approaches. Like many technology organizations today, the company is keen to reach business decision makers within organizations and is embracing content marketing to do so.

Challenge

Catavolt has been leveraging several marketing channels to distribute and amplify the reach of content in order to capture leads. However, they face a challenge to keep cost-per-conversion down while attracting the audience size they need to drive business objectives.

Solution

Catavolt embraced the opportunity to implement a new LinkedIn solution, LinkedIn Autofill, on landing pages used to capture interest in webinars and eBooks. From clicking a link within a Sponsored Update shared by Catavolt on LinkedIn, members are driven to a landing page enabled with LinkedIn Autofill that is easy to fill out with two simple clicks. This cuts down on the time needed to input the required information, seen as a major barrier to lead generation efforts.

Results

As a result of implementing LinkedIn Autofill, Catavolt saw:

- Up to **25%** lift in lead conversion for eBooks
- Up to **10%** lift in lead conversion for webinars
- Significantly lower cost per conversion than other methods
- Overall increase in lead data quality

Over time, platform learnings and optimizations resulted in a decrease in cost per conversion for some LinkedIn campaigns by as much as 88%.

Eric Martin, Director of Content at Catavolt, explains that its common for people to write vague terms such as "Consultant" in the job title field when filling out forms, which reduces the quality of lead data when attempting to qualify it for the sales team. LinkedIn Autofill enables Catavolt to capture the individual's actual professional identity, and deliver a better user experience on its landing pages.

"We get the person's real title, the person's real company," says Martin. "I wouldn't be surprised to find that people are more comfortable with filling in that information when they see the LinkedIn Brand."

Campaign Screenshots

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Tips to Get Started with LinkedIn AutoFill

Catavolt's Director of Content, Eric Martin, shares tips to help you implement LinkedIn Autofill on your landing pages today:

1. **Setting up LinkedIn Autofill on additional pages takes seconds.** Just change the URL that the form data posts to, and copy and paste it. Make sure the right post URL is in the right chunk of code and you link up to the right form.

2. **It pays to use mobile landing pages, especially on weekends.** Using mobile landing pages doubled our conversion initially for some campaigns, and using the LinkedIn Autofill made it even easier, taking a generally complex operation on mobile devices and turning it into a 2-tap process.

Visit **marketing.linkedin.com** to learn how other marketers have successfully met their marketing objectives.