

Vestas Case Study



Targeting decision makers with dynamically customized LinkedIn banner ads and partner messages

“We chose to work with LinkedIn because it is worldwide the most popular and respected social media for business professionals. Working with LinkedIn gives us the confidence that our message will be received by the right people and will be given the appropriate attention.”

Morten Albaek – Group SVP, Global Marketing & Customer Insight, Vestas

The world leader in wind energy, Vestas has installed 46,000 turbines in 69 countries. Traditionally, the company works with wind farm operators and utilities rather than directly with corporations. As part of its growth strategy, Vestas is working to expand the market for wind energy as well as establish mindshare among corporations making investments in this area.

Vestas commissioned two studies, the Global Consumer Wind Study in partnership with TNS Gallup and the Corporate Renewable Energy Index in partnership with Bloomberg New Energy Finance, which showed that consumers want products made with wind energy, and that corporations are eager to source more renewable energy. These findings were used in the company's Energy Transparency campaign, executed by its digital agency Vertic, to establish a dialogue between Vestas and the decision makers at leading brands around the world. The strategy behind the campaign was to deliver personalized messages which revealed insights about renewable energy and consumer perception of their brand; positioned Vestas as a preferred partner; and initiated a qualified dialogue between leading corporate stakeholders and Vestas.

Challenge

- Raise awareness of the brand benefits for companies that use wind energy
- Reach key stakeholders in specific companies to drive consideration for wind energy and Vestas as a preferred partner

Solution

- Deliver dynamically generated LinkedIn banner ads with messaging customized to the viewer's company and position
- Direct click-throughs to customized, company-specific microsites with high-value content
- Use adaptive design to ensure an optimal experience for users receiving the campaign cross-devices including desktop, tablet and mobile

Why LinkedIn?

- Effective reach into the Fortune 1000 companies targeted by Vestas, with the ability to segment the campaign by company and specific job roles

Results

- 11 million impressions with a click-through rate (CTR) of .11 – .21% among targeted companies
- 10,680 corporate executives, employees and key opinion leaders visited the site, averaging 7.02 minutes
- High efficiency with minimal waste: 80% of targeted opinion leaders & 30% of targeted executives visited the microsite spending an average of +8 minutes

“The LinkedIn platform has enabled us to create truly personalized messaging for our client’s target audience, which has seen a significant increase in conversion of that audience’s engagement with Vestas’ content.”

Sebastian Jespersen – CEO, Vertic

The Energy Transparency campaign targeted the most recognized global corporations and brands who were the top performers from two studies commissioned by Vestas, an audience which included 419,000 employees and 300 top executives at 23 leading corporations; 58 selected key opinion leaders were targeted.

“To get the attention of stakeholders at Fortune 1000 companies, we needed to reach them with data and messaging that was relevant to their specific companies and roles,” says Claus Rødgaard, COO of Vertic. “LinkedIn gave us a channel into all 23 of the companies we were targeting to help Vestas reach beyond their existing customers to build new relationships in a targeted, one-to-one manner.”

Delivering personalized ads to each individual-automatically

The campaign developed for Vestas by Vertic consisted of two main elements. Selected executives received a personalized Partner Message through LinkedIn, guiding them to customized microsites which offered a variety of interactive tools and data to help them understand the implications of energy consumption and efficiency on their own business.



Beyond this select group, 419,000 employees and 300 executives of these corporations were encouraged to click on company-specific dynamic banners on their LinkedIn pages, again guiding them to their own personalized microsites. The banner ads were delivered through an advertising platform that enables instant, dynamic customization based on user data; for example, a user who worked at Starbucks would see that “34% of consumers worldwide perceive Starbucks to be climate-friendly.”

Vertic ensured an optimal user experience through their adaptive design methodology, as the campaign was conceptualized and designed to be platform-agnostic and available across devices on desktop, tablet and mobile. “Users consume content on different devices at different touch-points in the decision making funnel. Our ambition is to reinforce a highly personalized experience from end-to-end, providing content and platform relevancy and thereby increasing consumer interest, engagement and conversions,” says Sebastian Jespersen, CEO of Vertic.



Achieving high ROI through audience-driven messaging

The Vestas campaign outperformed the company’s expectations, delivering over 11 million impressions with a click-through rate (CTR) of .08 percent. Targeted companies fared exceptionally well, with the top ten targets achieving CTRs of .11 – .21 percent. Over 10,500 people visited the microsites, averaging more than 7 minutes with the rich, personal content Vestas provided. This includes 80 percent of targeted opinion leaders and 30 percent of targeted executives, who averaged 8 minutes on their personalized microsites.

“Agencies often talk about transparency of results in their campaigns. Very few manage to prove tangible results of connecting online advertising with the resulting digital destination. The partnership with LinkedIn has provided Vertic not only the impressions necessary to drive awareness of the Vestas campaign but also the platform on which we are able to drive subsequent demand.”

Sebastian Jespersen – CEO, Vertic

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