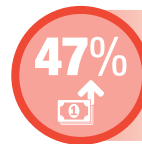


LinkedIn Lead Accelerator

Deliver More High-Quality Leads to Sales

The Challenges of the B2B Buyer's Journey

Since up to 90 percent of the buyer's journey can be over before a prospect reaches out to sales¹, marketers must keep their brands, content, and messaging in front of their target audiences throughout the purchase process.



The value of purchases are 47% higher from nurtured leads.²



10 pieces of content are consumed before a purchasing decision is made.³



Website visitors who leave without leaving an email address



Average email open rate

Hitting a Wall with Traditional Lead Nurturing

To grow sales pipeline, B2B marketers strive to drive more of the right people into the marketing funnel, and nurture them until they're ready to buy. But two primary factors make this no easy task: 95 percent of website visitors leave without providing an email address⁴, and 80 percent⁵ of their marketing emails are going unopened.

Introducing a New Way to Nurture Leads

LinkedIn Lead Accelerator allows you to deliver high-quality leads to your sales teams by engaging prospects anywhere online with relevant ads and content.

Serve only the most relevant content and ad creative to high-value segments anywhere online, and optimize your messaging over time.

Home Page Only Visitors
Higher Level Message



Engaged Visitors - Product Page "A"
Use Case/Benefits Message



¹ Lori Wizdo, "Buyer Behavior Helps B2B Marketers Guide the Buyer's Journey," Lori Wizdo's Blog, October 4, 2012, http://blogs.forrester.com/lori_wizdo/12-10-04-buyer_behavior_helps_b2b_marketers_guide_the_buyers_journey.

² 20 Shocking Sales Stats That Will Change How You Sell, BuzzBuilder.

³ The Zero Moment of Truth Study, Google.

⁴ B2B campaign conversion rates range from 1-5% according to Sirius Decisions Benchmark Survey.

⁵ Ayaz Nanji, "Email Open and Click-Through Rates: Benchmarks by Vertical," MarketingPros, May 13, 2013.

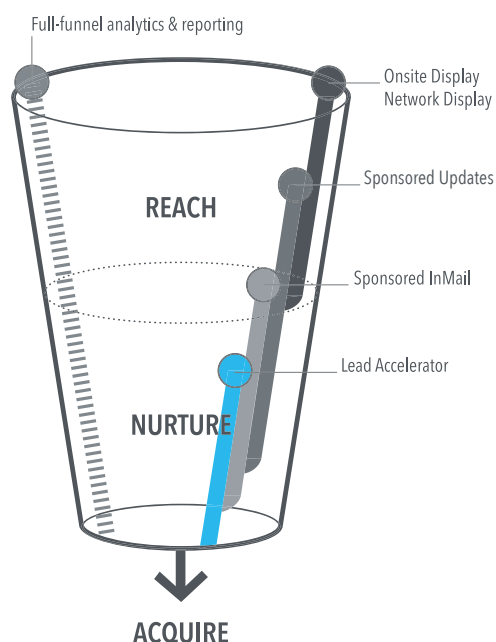
Use Lead Accelerator to engage both anonymous and known prospects through display and social ads, and LinkedIn Sponsored Updates.

1. Identify and target your highest-value audiences, both anonymous and known.
2. Sequence relevant messaging based on the profile and onsite behavior of your prospects across display and social ads, and Sponsored Updates.
3. Increase conversion rates with LinkedIn's Autofill capability.
4. Optimize ad creative and nurture stream design through platform-supported A/B testing.
5. Measure program impact at every stage of the buy process through built-in reporting.



Lead Accelerator Empowers B2B Marketers to:

- Drive more website conversions
Convert the 95% of web visitors who don't provide an email address by delivering relevant ads on LinkedIn and wherever your prospects travel online.
- Engage prospects beyond the inbox
Engage the 80% of known prospects who don't open your emails.
- Track program success
Understand the impact of your programs at every stage of the buy process.



LinkedIn Lead Accelerator: Part of the LinkedIn Marketing Solutions Full-Funnel Platform

LinkedIn Marketing Solutions are designed to impact every stage of your funnel. Visit business.linkedin.com to learn how you can use LinkedIn to reach more of the right people and nurture them through the purchase process until they're ready to buy.

Ready to talk to someone?

Contact us at lnkd.in/lms-la.