



Adobe raises brand awareness and captures the attention of hard-to-reach marketers with LinkedIn Sponsored Updates

As a global leader in digital marketing and digital media solutions, Adobe’s tools and services allow customers to create groundbreaking digital content, deploy it across media and devices, and measure and optimize it over time. Using LinkedIn’s Sponsored Updates, Adobe shared relevant content in the LinkedIn feed targeted at marketing executives, significantly increasing their awareness for Adobe’s digital marketing solutions.

Challenge

Adobe wanted to further establish itself as a leader in digital marketing and raise awareness for its digital marketing solutions. To do this, Adobe needed a relevant channel to share thought leadership content and expertise with its target audience -- marketing decision makers.

Solution

LinkedIn’s publishing platform was the ideal channel for Adobe to reach an engaged, professional audience. Using Sponsored Updates, Adobe shared valuable thought leadership content targeted at marketers -- content that aimed to help marketers achieve greater success in their digital strategies.

The campaign included:

- Sponsored Updates in the LinkedIn feed targeting U.S. marketing decision makers
- Links to relevant thought leadership content, including infographics on marketing trends based on Adobe-commissioned research, tips and insights for marketers, and humorous videos promoting the Adobe Marketing Cloud
- Instant performance feedback data based on engagement and views for individual pieces of content on LinkedIn


Results

Sponsored Updates proved to be an effective way to shape marketers’ perceptions of Adobe in the digital marketing field. After exposure to Adobe’s Sponsored Updates, marketing decision makers were:

- **50%** more likely to agree that “Adobe is shaping the future of digital marketing”
- **2.5x** more likely to agree that Adobe’s Sponsored Updates “captured their attention”
- **79%** more likely to agree that “Adobe can help me optimize my media spend”


Campaign Screenshots

Adobe used Sponsored Updates to showcase relevant content and compelling insights, reinforcing its presence as a leader in digital marketing.




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Let's kill the jargon. Mashable's 30 Days of Buzzwords series, presented by Adobe, reviews the most infamous terms in digital and social media marketing: <http://on.mash.to/15HLvWr>




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Companies that invest more than 25% of their marketing budget on optimization are twice as likely to see higher conversion rates. Find more insights in our 2013 Digital Marketing Optimization Survey: <http://adobe.ly/YTyN4t>



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“With Sponsored Updates, we were able to reach a key target audience, marketing decision makers. With the ability to target specific audiences with relevant and contextual content, Sponsored Updates allowed us to reach the right audience on the right channel, ultimately helping to move the needle on a primary objective – to inform and educate marketers that Adobe is an industry leader in providing digital marketing solutions.”

Maria Poveromo

Senior Director, PR, AR, and Social Media
Adobe

Methodology: Results are based on online web interviews conducted among LinkedIn members within the marketing function, including a segment of marketing decision makers. Differences were tested at a 90% confidence level between members not exposed to Sponsored Updates (315 people) and those exposed to the Sponsored Updates (314 people).

Visit Inkd.in/SponsoredUpdates to discover how LinkedIn Sponsored Updates can drive results for your business.