



Changing career gear provides perfect opportunity for Mercedes-Benz

LinkedIn's unique capacity for in-the-moment targeting is fuelling Mercedes-Benz's award-winning campaign, which engages potential Mercedes-Benz customers at a rate three times industry benchmarks.

With one of the youngest product portfolio of all German premium auto manufacturers, a key goal for Mercedes-Benz is to connect the right new model with the right potential auto buyer. Through LinkedIn's unique targeting capabilities, the brand was able to take a highly personalised approach to the people most likely to buy a new vehicle: those who have just moved up the career ladder.

The "Update in Your CV, Update on the Road" campaign, which ran in Germany, Turkey, Sweden and Portugal, used a carefully timed combination of display ads and Sponsored InMail messages to congratulate those moving into more senior roles at work - and invite them to spend part of their increased salary on upgrading their driving experience with the most relevant Mercedes-Benz. Targeting consumers via a key moment in their professional journeys drove the campaign past all key benchmarks for the auto sector, carrying off the award for "Best Digital Media Idea of 2015" at the prestigious German media awards, Deutscher Mediapreis.

The Challenge

- Support the Mercedes-Benz drive towards leadership in the global premium auto segment
- Increase awareness of the full Mercedes-Benz portfolio
- Engage potential buyers on an individual basis, and nurture them towards conversion

The Solution

- LinkedIn data enables targeting of all those making positive career moves in the last 60 days
- Targeted display ads drive awareness of the most relevant Mercedes-Benz models
- Sponsored InMails deliver personalised congratulations, with an invitation to try the new automobile

Why LinkedIn?

- Reaching the most likely new auto buyers through the most relevant professional environment
- Unique capacity to target via changes in CV
- Ability to synchronise display ads and InMail in nurturing potential buyers

The Results

- The campaign reached almost two million new auto buyers in Germany, Sweden, Turkey and Portugal
- Conversion rates trebled auto industry benchmarks
- The campaign was awarded 'Best Digital Media Idea of 2015' at the prestigious Deutscher Mediapreis

Media innovation powered by fine-tuned targeting

The campaign's unique, in-the-moment targeting was a result of LinkedIn's ability to apply parameters such as management level. Through this, Mercedes-Benz could identify all of those making upward career moves in the past 60 days. It could also target display ads and personalise InMails around the most relevant class of vehicle for the new management level: the entry-level A-Class for those taking their first steps up the career ladder, the mid-level C-Class for managers and the S-Class Coupé for members of the C-suite.



Nurturing auto buyers through display ads and InMail

Individual-level targeting also ensured that Mercedes-Benz could take a two-phase approach to nurturing potential vehicle buyers. The campaign served targeted display ads initially, to raise awareness of the most relevant vehicles. It followed these a fortnight later with personalised Sponsored InMails, congratulating each member of the target audience on their particular promotion – and inviting them to try the Mercedes-Benz for them.

The screenshot shows a LinkedIn homepage with a sponsored InMail from 'Pulse' in the center. The InMail header reads 'Pulse recommends this news for you' and lists three articles: '7 Things Employees Never Tell Their Bosses About Their Pay, But Should', 'The Real Reason for the PayPal eBay Split', and 'The Allure of Cheating – And Why It Doesn't Pay Off'. Below the InMail, there's a targeted display ad for a 'Mercedes-Benz S 500 4MATIC COUPÉ' with the text 'Willkommen in gehobenem Ambiente.'

"This campaign hasn't just picked up an award; it has really succeeded in driving engagement, and we are recommending that our global markets take a similar approach."

Mercedes-Benz Cars

The left InMail from Mercedes-Benz congratulates Daniela Breitenbach on her promotion to the C-Class T-Model. It includes a 'Mehr erfahren' button and a note that the car's fuel consumption is 6.0-4.3 l/100 km. The right InMail is a follow-up message asking if the recipient wants to update their LinkedIn profile.

