



Relevant retargeting transforms ROI for CustomerGauge

The software provider needed a retargeting solution that could deliver relevant content in the right environments, demonstrating how it drives growth and improves customer experience based on NPS feedback

Whether prospects had visited its branded, solutions-focused website, or simply checked its NPS benchmarking index, CustomerGauge needed to deliver a relevant, follow-up experience to secure more conversions. Rolling out LinkedIn Lead Accelerator enabled it to take control of the decision journey, transforming conversion rates and ROI whilst opening up powerful new creative opportunities.

The Challenge:

- Nurture prospects that had visited CustomerGauge websites, without leaving their contact details
- Deliver relevant content experiences for those visiting CustomerGauge's NPS benchmarking site, as well as those visiting its branded site
- Demonstrate credibility and thought-leadership
- Increase conversion rates more efficiently than previous retargeting activity

The Solution:

- LinkedIn Lead Accelerator providing relevant retargeting across LinkedIn Sponsored Updates, Facebook and display ad networks
- Separate nurture streams developed for prospects visiting different CustomerGauge websites
- Varied content formats with waves incorporating blog posts, white papers and video content
- Gradual progression from freely available content to gated content requesting contact details

Why LinkedIn:

- Natural extension of strongly performing LinkedIn Display Ad campaign
- Ability to deliver retargeting content within the highly engaged LinkedIn environment
- Capability for delivering specific content to suit different customer journeys

Results:

- Several hundred leads generated through LinkedIn Lead Accelerator in the first month alone
- Click-through rate of 1% on retargeted LinkedIn Sponsored Updates, far above industry benchmarks
- Click-through rate of 0.8% on LinkedIn Lead Accelerator's Facebook activity
- Cost-per-action beating campaign targets by 50%
- Average 1,600 impressions per action, compared to a European benchmark of 6,000

The power of relevant retargeting

Despite the strong performance of CustomerGauge's LinkedIn display ads, Digital Marketing Manager Lucas Huizinga knew it could further improve ROI by nurturing prospects who showed an interest in its customer feedback analytics software. Retargeting was the obvious solution, but previous campaigns through Google Adwords had failed to deliver the same engagement rates as the business's LinkedIn activity. "We were always joking that it would be awesome if we could do retargeting within LinkedIn, because LinkedIn was the main source of our advertising engagement," explains Lucas. "When we heard about LinkedIn Lead Accelerator it seemed almost too good to be true - but the results stacked up. We were up and running quickly, our conversion rate started high and has stayed there, and the Cost-per-lead is far lower than the other retargeting channels we'd tried."

Creative nurturing to maximise impact

Crafting different nurture streams to reflect the type of interest that prospects had shown enabled CustomerGauge to be both relevant and creative in how it captured attention. Lucas explains: "When prospects had visited our non-branded NPS benchmarking website, we served them a first wave of content saying 'here's why you shouldn't pay so much attention to NPS benchmarks'. It was guaranteed to get their attention, and that particular Sponsored Update has converted really well for us." Since the prospects targeted through LinkedIn Lead Accelerator had already turned down the chance to fill in data capture forms, Lucas and the team were careful to lead with freely available content that demonstrated their thought-leadership credentials, before asking for contact details again. "There was a definite progression," says Lucas. "Our end goal was to drive trial of our software, but we didn't push for this within the first six weeks of nurturing. We served content we already had, mixing up formats between video, white papers and blogs. And we found a lot of people converting even before we pushed the re-trial message." This nurturing approach dramatically increased the conversion rate of prospects to leads, with several hundred leads generated in the first month alone.

"You will always find people who, for whatever reason, don't want to fill in a form to access gated content. With Lead Accelerator, you're able to reach out to those people, show them freely available content, and find an angle that's a better fit for them. It was the ideal solution for us, particularly because it meant we could retarget within LinkedIn itself."



Lucas Huizinga
Digital Marketing Manager,
CustomerGauge

