ConnectWise and LinkedIn: It Pays to Know What's Working (And What's Not)

"LinkedIn conversion tracking is the key metric I use when thinking about how to optimize our campaigns—and it clearly shows our LinkedIn campaign performance is almost too good to be true."

Rick Salmon
PPC Manager
ConnectWise

Connecting clicks to leads

A leading business management platform for technology companies, ConnectWise supports more than 100,000 users worldwide, integrating business-process automation, help desk and customer service, sales, marketing, project management, and business analytics. ConnectWise PPC Manager Rick Salmon is tasked with using online advertising to deliver leads to the Sales team—and LinkedIn has been a significant contributing channel to the company for years thanks to its powerful targeting. "I can really trust LinkedIn targeting data," says Salmon, "Because I know when an IT systems administrator says she's an IT systems administrator, she really is."

Though ConnectWise had created in-house reports to show how its LinkedIn and other PPC campaigns were performing, the marketing team was delighted when LinkedIn approached them about conversion tracking, a powerful tool for generating insights about campaign effectiveness and ROI. "When we heard there was a pilot, we were super excited to join," said Salmon. "It meant that we would be able to gauge campaign performance by simply checking our LinkedIn Campaign Manager."

Challenge

- Getting more insights into LinkedIn campaign performance

Solution

- Conversion tracking with Sponsored Content

Results

- Sponsored Content campaigns are achieving conversion rates 2x average LinkedIn conversion rates
- Target benchmarks for CTR achieved since conversion tracking implementation

Conversion tracking 101

Setting up conversion tracking—took just a few simple steps. “We plugged the Insight Tag into our site, and we were ready to use it,” said Salmon, “You definitely don’t need the IT department or a developer to get conversion tracking up and running.”

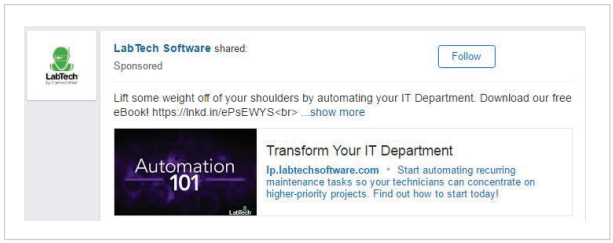
Since a conversion can be any action that has value for the company—from leads and signups to purchases, downloads, installs and much more—Salmon’s team can define the metrics that matter most to their business. Though LinkedIn has been an essential part of the company’s lead generation efforts for several years, today the ConnectWise marketing team can accurately track the impact of its LinkedIn campaigns. For example, they’re seeing that their Sponsored Content campaigns are achieving conversion rates over twice average LinkedIn conversion rates.

Turning insights into ROI

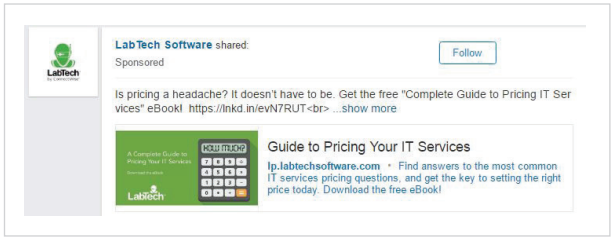
LinkedIn conversion tracking is now empowering ConnectWise to get the most out of its LinkedIn spend. With lead generation as the PPC team’s main goal, ConnectWise’s Salmon can see just how much every campaign—even every ad—contributes to its efforts. Now, Salmon and his team can analyze their LinkedIn campaign results, see how specific campaigns are performing, and even zero in on the call-to-action (CTA) that’s driving the most conversions. From copy to CTA to targeting filters, every element of ConnectWise’s LinkedIn campaigns can be a potential source of information to help improve performance and, ultimately, drive more leads.

“Today, I use conversion tracking as my main optimization method,” said Salmon. “And it’s truly amazing how often I’m surprised by what the data reveals. It’s so easy to turn that data into insights; you certainly don’t need an analytics team.” Thanks to LinkedIn conversion tracking, Salmon and his team have the knowledge they need to turn an already-successful LinkedIn program into an even better one. They can clearly see what’s working and what’s not. It really does pay to know.

Sponsored Content



Sponsored Content



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