Grant Thornton

Headquarters: New Delhi, India | **No. of Employees:** 5,001 – 10,000+ | **Industry:** Accounting

Grant Thornton Bharat's LearninGT boosts lead conversion rate by optimising LinkedIn Ads

CHALLENGE

LearninGT was leveraging LinkedIn ads from 2019 for sporadic needs but remained convinced that LinkedIn was the ideal platform to engage their target audience. In 2022, the team dialled up usage in partnership with the LinkedIn Ads team.

SOLUTION

Messaging and creative: Continuous refinement of messaging and creatives contributed to lead conversion. Experimented with creative design best practices to showcase unique value proposition and featured people's imagery to build trust and credibility.

Audience: Closed the gap between their original targeting parameters and Ideal Customer Profile, which was producing irrelevant leads and driving up Cost Per Lead. Used targeting parameters such as Skills and Seniority to better define audience.

Bidding Strategy: Used Maximum Delivery as their campaign bidding strategy, allowing Campaign Manager to automatically optimise their ad spend based on objectives.

RESULTS

15-20%	20%	3x	6x
Increase in qualified leads	Decrease in Cost Per Lead	Improvement in lead conversion rate	Growth in LinkedIn Ads investment in 3 years

> "In just one year, we've achieved 20% more qualified leads and 20% lower Cost Per Lead on LinkedIn Ads. We now have a compelling business case for an always-on investment to drive greater business outcomes."

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