



AudioCodes embraces  
AI innovation with LinkedIn  
leveraging Accelerate  
Campaigns, resulting in  
massive success

## STRATEGY

# AudioCodes harnessed the power of AI with LinkedIn's new Accelerate Campaigns to drive Lead Gen

## What was AudioCodes Marketing Challenge?

- AudioCodes and its agency Daze are early adopters to new technology, always testing and learning with their campaigns using a data-driven approach.
- AudioCodes only invest time and money in solutions that drive results. They optimize campaigns manually by the hour in Classic, and if something is not working and they determine its not worth the investment, they identify it and pivot away.

## How did LinkedIn's Accelerate product help?

- AudioCodes tested several Accelerate lead generation campaigns to compare performance with LinkedIn's Classic campaigns
- AudioCodes and its agency Daze were thrilled with performance gains and time savings thanks to Accelerate



## RESULTS

# AudioCodes drives stronger lead generation results and saves time with Accelerate

A massive 60% decrease in cost per lead and a leap of 4X their benchmark CTR in comparison to their Classic campaigns benchmark

## Impact of testing & learning with Accelerate

### Lead Generation:

- Accelerate had significantly lower CPLs in comparison to AudioCodes' Classic campaigns (\$120 avg CPL in Classic vs. \$46 avg CPL with Accelerate)
- AudioCodes CTR also improved by over 4X their Classic campaign performance benchmark (.4-.7% CTR in Classic vs. 1.73% CTR with Accelerate).

**“Accelerate Campaigns offer a gateway to innovation, leveraging AI to streamline processes and deliver exceptional results with ease. It's a transformative opportunity that underscores the power of cutting-edge technology in driving efficiency and unprecedented outcomes and proved itself to be super valuable for us at AudioCodes.**

— Tal Levy, Marketing Operations Team Leader, AudioCodes



60%↓

Decrease in Cost Per Lead in Comparison to Classic Campaigns

“The Accelerate campaign was very smooth [and] reached a **very relevant audience based on lead quality**. After a few tests, we are now on a well-performing campaign **with 100 leads for \$44, while the classic campaigns provided \$129 CPL**”

**Itay Garame**

PPC Campaign Manager, Daze

