Closed Loop and their client Calendly embrace AI innovation with LinkedIn's Accelerate Campaigns, resulting in low-funnel performance success and an always-on strategy
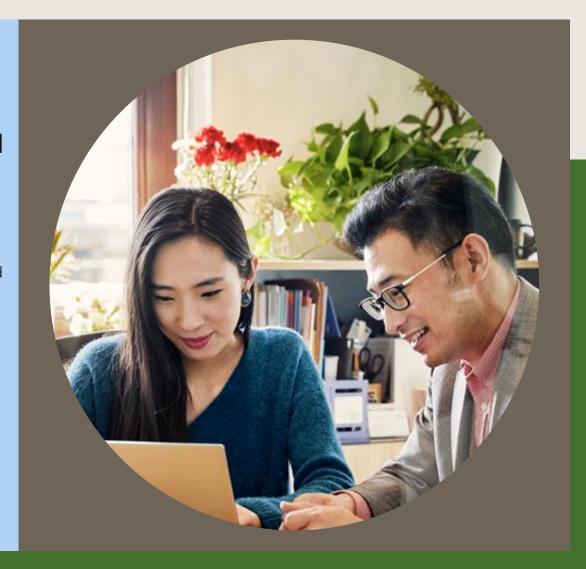
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Closed Loop and Calendly harness the power of AI with LinkedIn's Accelerate Campaigns to drive Lead Gen performance and to simplify campaign setup

What was Calendly's Marketing Challenge?

- Calendly and its agency Closed Loop are consistently exploring new products and tools with LinkedIn over its multiyear partnership.

- As such, the agency and Calendly were interested in testing out Accelerate-LinkedIn's new AI-driven campaigns that automate campaign setup and optimization.

How did LinkedIn's Accelerate product help?

- Calendly joined the Accelerate Beta with multiple campaigns to test and learn against their Classic campaigns' performance.

- With Calendly devoting more time to brand building on LinkedIn, they've integrated Accelerate campaigns as their primary, always-on lower funnel activation due to its high performance and low-hassle nature.

Accelerate reduces Calendly's Lead Gen Cost-Per-Lead by 66%!

Closed Loop and Calendly are focused on top-of-funnel activations, but Accelerate results lead them to continuously invest in the product

Impact of testing & learning with Accelerate

Lead Generation:

- Accelerate had significantly lower CPLs in comparison to Calendly's Classic campaign
- Calendly saw an increased lead form completion rate by 3X their Classic benchmark

"LinkedIn Accelerate Campaigns increased our Lead Form Completion rate by over 3X and delivered a 66% cheaper cost per lead."

— Dan Rae, Senior Paid Marketing Manager, Calendly

66% ↓ Decrease in Cost Per Lead in Comparison to Classic Campaigns

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"Accelerate Campaigns far surpassed the lead conversion performance we saw from even our best performing manual audiences for Calendly. The Lead Form Completion rate increased over 3X and delivered a 66% cheaper cost per lead. The higher conversion rates and more efficient CPLs really convinced me this works."

Sean Johnston
VP Advertising, Closed Loop

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