Siemens partners with LinkedIn leveraging Accelerate, LinkedIn's new, Al-powered campaigns

#### STRATEGY

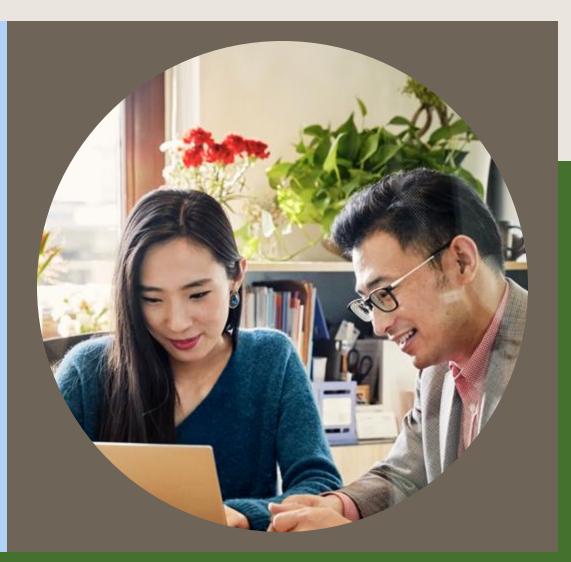
# Siemens and LinkedIn partner to improve campaign performance and campaign creation productivity

### What marketing challenge was Siemens solving for?

- Siemens is known to be a leader in Al applications in the industrial space.
- As trusted partners to LinkedIn, Siemens participated and launched an A/B test to compare Accelerate, AI-powered campaigns, to LinkedIn's Classic campaigns for both Website Visits and Lead Generation.

#### How did LinkedIn's Accelerate product help?

- Siemens tested Accelerate with both their Website Visits and Lead Generation objectives.
- Both Accelerate A/B tests performed well for Siemens. They improved results compared to benchmarks and increased team productivity by saving time in campaign creation.



#### RESULTS

# Siemens drives stronger campaign results with Accelerate: More than double the Website Visits, higher lead gen form completion, and an increase in productivity

# Impact of testing & learning with Accelerate

### Website Visits:

- Accelerate drove significant lift in Website ٠ Visits with 2.4X as many compared to Classic LinkedIn campaigns
- Additionally, Siemens saw a 58% lower • Cost Per Click and 79% lower CPM than their Classic campaigns—a huge savings in their media spend

#### Lead Generation:

- Accelerate had higher Lead Gen Form completion rates vs. Classic campaigns (5.66% v. 2.56%)
- While CPL were on par with Classic, Accelerate drove better completion rates and productivity through time saved on building campaigns manually in Classic

"We were thrilled to test out this innovative ad setup with LinkedIn. We know the Accelerate campaign LGF completion rate was more than twice that of the Classic campaign. We also saw improvements in the demographics of the leads for both job title and country targeted."

- Lance Murphy, VP Global Demand Strategy, Siemens

2.4X Website Visits



Completion Rates vs.

Increase in Lead Form Classic campaigns

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