

entomo drives pipeline growth by layering LinkedIn's precise targeting with intent data integration

Challenge

- After a rebranding exercise, entomo (formerly KPISOFT) sought to differentiate its brand in a crowded marketplace and drive revenue growth through marketing-generated pipeline opportunities

Solution

- Adopted a unique vertical-specific marketing approach to speak directly to audiences in key industry verticals
- Leveraged LinkedIn's targeting capabilities to precisely define and engage industry audiences
- Layered on audience intent data via LinkedIn's integration with G2.com, a leading tech marketplace, to retarget audiences who displayed a higher buying intent

“ LinkedIn allowed us to target the right prospects. Our next priority was to identify audiences who were ready to buy. That's where G2 data helped. Exporting that traffic into LinkedIn ensured that we were focusing our efforts on audiences with higher levels of buying intent. ”



Arun Sundar | Global CMO, entomo

Results

