LinkedIn Marketing Solutions + **hp**

HP Print Drives 3.3x Higher Site Engagement with Conversation Ads

Hewlett Packard's vision is to create technology with a purpose:

To make life better for everyone, everywhere. Their Instant Ink program features high-volume cartridges, pricing based on pages printed, and direct-to-customer shipping delivered only when printers run low. This means fewer cartridges travel shorter distances and require less packaging.

Context

HP's marketing team aimed to drive more awareness and enrollments for Instant Ink, their subscription program targeted at printer customers.

"Instant Ink is a major focal point for HP Print's product strategy, but is still early in market and only beginning to gain traction."
— Roland Osae-Oppong, Search & Social Manager, HP

The team's true north success metric was cost per enrollment, with key performance indicators being site engagement metrics (landing page view rate, clicks, time on site, page depth, and page visits).

Previously, the team had leveraged LinkedIn for commercially-focused campaigns rather than B2C, and were looking to test whether their consumer audience would be responsive enough to meet their engagement and enrollment goals.

Approach:

The LinkedIn account team is considered an extension of Osae-Oppong's organization, and were integrated in the challenges HP faced with launching Instant Ink.

They recommended a combination of Sponsored Content and Conversation Ads to drive new trial enrollments on Instant Ink's site.

"This is where I really want to give a lot of credit to the [LinkedIn] team—they put together an excellent draft of the user experience of Conversation Ads so we immediately could visualize the campaign and application of the new product. It was so good that we ended up using it as our execution."
— Roland Osae-Oppong, Search & Social Manager, HP

"They painted a quality picture not only for us but for our internal stakeholders to help them understand the impact it would drive."
— Spencer Ruhl, Senior Digital Media Specialist, HP

Once a targeted member opened the Conversation ad, they learned more about the program and were offered the option to visit the landing page and directly sign up for a free trial—no sales handoff or lead routing necessary.

When deciding the right audiences for this campaign, HP's targeting strategy was sophisticated and multi-layered. They leveraged seed audiences from their CRM to develop and identify the target market on LinkedIn. For example, a primary demographic of prospects were individuals who had recently purchased HP printers.

"The message ad was extremely tailored to printer-owners in terms of the type of nurturing they need / the information that would be most compelling for them,"
—Roland Osae-Oppong, Search & Social Manager, HP

They also created lookalike audiences based on the attributes of individuals who recently enrolled in Instant Ink.

"We tried to reverse engineer rather than starting from scratch," Osae-Oppong continued.

Lastly, in partnership with the LinkedIn account team, HP Print employed website retargeting to reach users who visited the HP Instant Ink landing page.

Results

Both the Sponsored Content and Conversation Ad campaigns performed significantly above average; Open Rates and CTRs exceeded expectations.

50% | of Conversation Ad responders enrolled in a free trial on Instant Ink's

A critical measure of success for this campaign was *site engagement* from their target audience—with engagement defined as an interaction with the Instant Ink landing page (rather than simply site views).

Members who received the Conversation Ad and visited HP Print's landing page were 3.3x more likely than average to engage with the site (through a click or share). Those leads also spent nearly double the average time on site and viewed 2.6x more pages, signaling higher intent.

"LinkedIn was the first partner that enabled us to properly build out engagement as an impact measurement. Moving into the next quarter and beyond, we are aiming to establish engagement as our primary metric rather than landing page view rate." said Osae-

Impact

Given the success of these campaigns, HP's team has already begun leveraging Conversation Ads across multiple B2B and B2C products and services.

"Now that we've validated being able to reach our target audiences, I'm challenging the team to scale up. Message ads and Conversation Ads are incorporated into the majority of commercial campaigns this quarter," said Osae-Oppong.

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