Jeraisy and its agency Netizency worked on a lead generation campaign to capture quality leads using forms that are pre-filled with LinkedIn profile data.

The lead generation ads gave us the possibility of reaching out to a specific target audience, understanding their needs and help them by providing a customized Dell solution for optimal productivity.

Netizency’s targeting strategy reached out to IT decision makers who were looking for a Work from Home solution.

Jeraisy has a wide variety of solutions that cater to remote working and that can help professionals improve their productivity while working from home.

The main marketing challenge was that each company will have their own needs, hence we needed to understand each company’s requirements in order to provide them with a customized solution.

When Covid-19 forced everyone to work from home, we knew we had an opportunity to showcase to our key target audience how Jeraisy can support them with all their work from home needs. That’s why a campaign targeting IT decision-makers in our key markets made sense. The conversion was our key objective, with a specific emphasis on generating leads. That’s where the Message Ads (InMails) came into play - to help us generate leads that we could then contact on a one-on-one basis to sell our unique work-from-home solutions.

Mahmoud Safia
Country Product Manager

ROI 46x
Reaching audiences through the LinkedIn Messaging experience, the campaign generated an ROI of 46x

+15%
The campaign generated leads at a completion rate of over 15% and a cost per lead (CPL) significantly below Jeraisy’s targets.