



# Jeraisy caters to the Work from Home professionals with Lead Generation Ads

Reaching out to IT decision makers and supporting them with the growing demand for working from home solutions – and **generating leads that resulted in a 46x ROI**



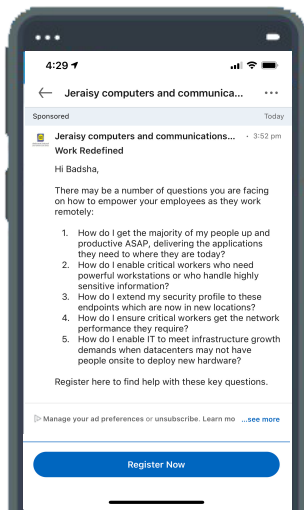
“ When Covid-19 forced everyone to work from home, we knew we had an opportunity to showcase to our key target audience how Jeraisy can support them with all their work from home needs. That’s why a campaign targeting IT decision-makers in our key markets made sense. The conversion was our key objective, 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

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.



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.**

## 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.

