

How BambooHR Increased Cost-per-Lead Efficiency by 40%



BambooHR provides the time and insights to focus on your most important asset: your people. Their software organizes all the information gathered throughout the employee lifecycle about hiring, onboarding, preparing compensation, building culture, and more. They aim to set people free to do great work—not just HR pros, but all teams within small-to-medium-sized businesses.

Challenge

As a fully inbound organization, BambooHR wanted to drive greater demo interest and generate leads from new buyers. They were determined to create an engaging and relevant experience for prospects at every step of the buyer's journey, while reducing cost-per-lead.

Solution

The team implemented a strategic, 4-tiered approach. They used **Single Image Ads** to promote thought leadership content such as 'How to Onboard Like a Pro' and 'The Ultimate DIY HR Guide' to their target audience. Then used **Message Ads** to directly invite those prospects to sign up for a demo. **Lead Gen Forms** provided prospects with a seamless sign-up process without having to leave the page. And lastly, **website retargeting** reached site visitors who didn't convert with Single Image Ads, so they could continue nurturing their audience.

Results

- This approach was met with a powerful response. BambooHR's lead gen form campaign performed significantly higher than benchmarks, increasing their cost per-lead efficiency by over 40%.
- They achieved 53% higher submission rates versus forms on their website. "We've been able to see a great increase in conversion by leveraging Lead Gen Forms versus sending people to our site." – Matt Steggell, Paid Social Channel Manager at BambooHR. By engaging their audience in both the LinkedIn feed and through messaging, they were able to increase conversions by nearly 15%.

“Lead Gen Forms have quickly become a staple in our marketing strategy. We've seen results all the way down the sales funnel with cost-per-demo cut by nearly half. We're looking forward to continuing this growth with LinkedIn in the new year.”



Matt Steggell
Paid Social Channel Manager
at BambooHR

