The great conversation payoff

How Freshworks is getting Conversation Ads right
and lowering CPL by up to 55%

freshworks

Location: San Mateo, California | **No. of Employees:** 1,001-5,000 | **Industry:** Information Technology & Services

"We started experimenting with Conversation Ads after enjoying success with the Message Ad format. While Message Ads are great for pushing a single, strong call-to-action (CTA), we find Conversation Ads to be much more engaging. With multiple CTAs, audiences can choose how they want to interact with us. This also gives us deeper insights into audience behaviour, needs and interests."

Ramesh Ravishankar | Senior Director - Digital Marketing, Freshworks

Freshworks provides organisations of all sizes with software-as-a-service (SaaS) customer engagement solutions that make it easy for support, sales and marketing professionals to communicate effectively — with customers, to deliver better service and within teams, to promptly resolve customer issues.

When marketing to small and medium-sized companies, communicating this value proposition is a relatively straightforward matter. However, the larger the company, the more complex their needs. Recognising this, Freshworks deploys a different demand generation strategy, one that is anchored in its ability to accurately identify, engage and nurture the entire buying committee over a significantly longer sales cycle. For this, it turns to LinkedIn.

LinkedIn's first-party, user-provided data forms a solid foundation upon which Freshworks leverages many targeting options, such as job function, title, seniority and company size, to precisely define its target audience. It then uses LinkedIn's rich media mix to serve relevant content and drive meaningful engagement in a trusted environment.

As a brand that is constantly looking for ways to improve and optimise its demand generation efforts, Freshworks began experimenting with LinkedIn's Conversation Ads in early 2020. Its success with the ad format has helped to lower its cost per lead (CPL) dramatically — by as much as 55% in one campaign.

Results

In one campaign, Freshworks used Video Ads, Conversation Ads and Lead Gen Forms in tandem to promote a joint webinar with Forrester.

In another campaign, Freshworks localised its Conversation Ads to the German language to promote a research report with Harvard Business Review Analytic Services.

10x more impressions from Video Ads

+4,000 clicks from Conversation Ads
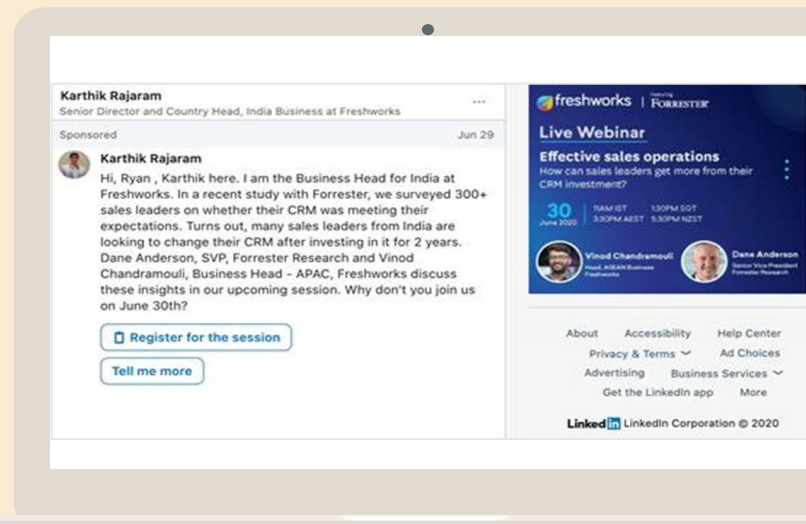
50% average Lead Gen Form submission rate

-55% reduction in Cost Per Lead

An effective conversation starter

Freshworks deployed Conversation Ads to promote an upcoming webinar jointly hosted with research and advisory firm Forrester. Understanding that LinkedIn ad formats are designed to work in harmony to help it achieve its objectives, Freshworks amplified results by using Video Ads to drive awareness of the webinar, Conversation Ads to nurture audiences in the consideration stage, and Lead Gen Forms to seamlessly capture registrations. This combination delivered 10x more impressions from its Video Ads and an impressive 50% Lead Gen Form submission rate.

What Freshworks did right with Conversation Ads

1. **Selected an appropriate sender.** Sending Conversation Ads from a person, rather than a company, can improve open rates by 10%.[1]

2. **Used the first name macro to personalise the message.** Other macros are also available. Including the job title can boost open rates by 48% and using a company name can improve CTR by 21%, for example.[1]

3. **Started by introducing the sender.** This helps give the recipient some context. Also, because Conversation Ads do not have a subject line, the first line of the message can influence open rates.

4. **Kept the message short and to the point, with two CTA options.** While Conversation Ads support up to five CTAs, using two or three is optimal.

   [1] LinkedIn's Conversation Ads Best Practices Guide

5. **Featured a banner image.** This is only visible on desktop but it is prime real estate and can help improve brand recall. If a banner is not provided, other ads can appear in its stead.

From personalisation to localisation

Conversation Ads are unique in its ability to support marketing personalisation at scale. Not only can messages be automatically personalised to feature the recipient's name, job title, company name and more, audiences also enjoy a personalised experience as they dictate the flow of the conversation.

Freshworks took this a step further when promoting a research report that it commissioned Harvard Business Review Analytic Services to produce. When it localised its Conversation Ads for a German-speaking audience by translating the message into German, engagement levels soared and CPL fell by 55%.

"With Conversation Ads, like any other ad format, we're committed to testing different approaches to find the one that resonates best with our audience. We're excited that localisation proved to be effective and are looking forward to trying out more ideas moving forward," said Mahesh Sundararaman, Growth & Marketing Lead at Freshworks.

For now, Freshworks' journey with LinkedIn, which started in earnest in 2019, continues as the company doubles down on demand generation to seize new growth opportunities in a constantly changing world.