



Headquarters: Austin, Texas
No. of Employees: 1,001 – 5,000
Industry: Computer Software

Tasked to drive quality leads into its sales funnel, Khoros turned LinkedIn into its #1 lead gen engine, accounting for 60% of all qualified leads in ANZ

“When you get messages from your Sales Development Advisors about how awesome the leads are, you know you are doing it right.”



Phyabae Leong
Marketing Lead, APAC
Khoros

Approach

- **Translated customer personas into campaign audiences** using LinkedIn’s targeting parameters to create custom segments. Also used **Matched Audiences** to target specific companies and the **Company Growth** filter to identify new prospects.
- **Adopted a test-and-learn approach to optimise and scale.** Working with its own award-winning Strategic Services team and digital agency 3WhiteHats, Khoros ran 2 to 5 assets for every campaign; each designed for a different form of value exchange (whitepaper, case study, report etc). This produced deeper insights on what prospects want and preempted ad fatigue. Monitored campaign analytics and responded quickly to dips and peaks.
- **Validated the quality of leads generated** by working closely with the sales team, using feedback and insights to optimise its campaigns.

Results

Between Dec 2020 and Jun 2021, Khoros recorded:

Leads generated **16x increase**

Cost Per Lead **25% decrease**

Cost Per Click **29% decrease**