

Streetbees finds global buzz and sweet returns on LinkedIn



With a network of 3.5 million app users generating insights with the help of machine learning, Streetbees provides real-time analysis of the way people buy and use different categories. Showcasing these insights through the LinkedIn feed enabled the business to grab the attention of senior leaders at a time when they were hungry for understanding of shifting consumer behaviour. Its testing-led approach generated a staggering ROI of 25x.

Challenge

- Target senior marketing and insights decision-makers at enterprise-level businesses
- Inspire key opportunity sectors with relevant insights
- Generate leads and track progress through the funnel
- Deliver Return on Investment (ROI) through closed deals

Why LinkedIn?

- Strong engagement of target audience with content on LinkedIn
- Targeting and tracking capabilities, enabling content tailored to segments
- LinkedIn Lead Gen Forms and HubSpot integration

Solution

- Sponsored Content in the LinkedIn Feed
- Targeting by country, job title and function to reach relevant CMOs and Heads of Insights
- Testing-led approach with 13 variations of images and copy per campaign
- Integrated LinkedIn Lead Gen Forms
- HubSpot integration to track the onward buyer journey

Results

£2+ million

Over the course of 8 months, the £80,000 that Streetbees invested on LinkedIn delivered over £2 million in revenue from closed-won deals

The always-on global intelligence platform is using relevant insight and rigorous testing to engage new sectors, close deals and secure spectacular ROI.

The power of the right insight, at the right time

With businesses hungry for insight on how the Covid-19 pandemic would change consumer behaviour, Streetbees saw an opportunity to demonstrate the value of its intelligence platform for different sectors. Head of Marketing Chandni Trehan turned the insights that Streetbees was generating into compelling Sponsored Content that showed how it could guide marketing strategy. “Lots of brands were confused as to how people were actually responding,” she says. “They could see what they were buying – but what were they actually using? The Streetbees app invites people to share longer answers and video, which our machine learning platform then turns into insights. We were able to go deeper, generate some really attention-grabbing insights and then turn these into relevant ads for each sector.”

LinkedIn targeting enabled Chandni to develop specific campaigns for sectors like Food & Beverages, personal care, and financial services. “Every quarter we would work with our sales team and CEO to identify another priority sector to add to the campaign,” says Chandni. “We’re already at the point where we’re targeting six different industries on LinkedIn. We’ve got a great source of insights from the projects we run for clients and we’re also running our own studies to generate interesting data points for sectors we want to target.”

Streetbees Promoted

We're helping world leading brands like Unilever, P&G, RB and many others understand which pandemic habits are short lived and which will persist.

75% of consumers' in-the-moment decisions are driven by context and emotion, not the claimed behaviour and demographics that you get today from traditional market research.

Book a 20-minute demo now to see Streetbees' dashboard in action and discover fresh insights for the home care category

COVID-19 Human Impact Tracker

Streetbees

Consumers will avoid products that have unclear directions and unsustainable packaging

BOOK DEMO

Learn how Streetbees is working with leading Homecare brands

streetbees-5842882.hs-sites.com

A data-led approach to driving ROI

As a tech business, Streetbees was determined to take a data-led approach to finding the right formula for engaging each audience. Chandni runs at least 13 variations of each Sponsored Content campaign, testing image and copy styles to find the right approach. “We found that, if it’s a story about a project for a big brand, it’s best to use that brand in the image to capture attention,” she says. “We found that images of young men work particularly well for many sectors, because senior leaders know it’s a struggle to understand that audience.”

Testing also pointed to the most effective way to turn engagement into leads. “To start with, we used a combination of LinkedIn Lead Gen Forms and clicks through to our website,” says Chandni. “We found that we got a 4x improvement in conversion rate from Lead Gen Forms so started using them exclusively going forward.”

This combination of timely insights and a data-led approach to delivering them has generated a spectacular Return on Investment – something that Chandni has been able to track through LinkedIn’s integration with HubSpot. “LinkedIn has been incredible for us,” says Chandni. “We’ve generated £2 million in revenue from an £80,000 investment in just eight months – and it keeps growing. The ROI is just fantastic.”

“ The results have been incredible. We’ve learned so much, we’ve expanded the campaign to new sectors every quarter, and we’re increasingly using LinkedIn throughout the funnel to promote webinars as well as showcase our insights.”

Chandni Trehan
Head of Marketing, Streetbees

