

Brand awareness cuts
lead gen costs by
more than half



Company profile:

WalkMe increases productivity for businesses. Its Digital Adoption Platform (DAP) reinvents the way employees and customers interact with technology by combining insights, engagement, guidance and automation capabilities that identify gaps and problem areas – enabling success for users. DAP is used by thousands of companies worldwide in a range of sectors for training and onboarding.



It was great seeing the positive impact the video had on raising awareness amongst its target audience. By combining both an awareness and lead generation strategy, we were able to meet our ultimate goal and improve overall performance.”

Daniel Malovani, Growth Marketing Lead,
WalkMe

The challenge: WalkMe wanted to reach and engage with HR people to increase brand awareness and highlight the benefits of the company’s offering.

The solution: LinkedIn was used to deliver tailored content to HR people, boosting WalkMe brand awareness and increasing lead quality. To engage effectively with the persona, tailored content was combined with the precision targeting capabilities of LinkedIn. WalkMe created compelling video content to inform and engage the target audience.

LinkedIn products used

WalkMe used a combination of sponsored video ads and sponsored content lead gen activity to increase awareness of the brand.

How did LinkedIn help?

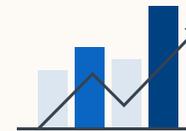
Targeting HR persona-based audiences with tailored brand awareness video content resulted in higher quality leads and significant efficiencies in lead gen activity. Combining LinkedIn's available ad formats with high precision targeting, WalkMe developed and delivered tailored video content for the HR persona to engage its audience directly on LinkedIn.

The Results

Comparing quarter-on-quarter results, after running tailored brand awareness activity, lead gen activity saw incredible improvements. Fresh awareness of the brand cut lead generation costs by 51%.



78.5% CTR
increase



Lead open to
lead completed:
increased 51.4%



Lead CPL
decrease: 51.3%

Click to lead
CVR: increased
113.7%

