

Objective

- To generate high-quality leads in the short term to fill its sales pipeline while nurturing future prospects for the long term

Solution

A two-pronged approach :

- To create demand for the future, they nurture a wide audience using premium content such as e-books and infographics. This produces a large volume of cold leads for long-term nurturing.
- To capture demand at present, they target high-intent senior decision-makers with acquisition messages. Because this is more targeted, Lead Gen Form completion rates tend to be 2X higher compared to cold leads.

“ LinkedIn is the only acquisition channel where we can be certain that we are targeting the right companies and decision-makers.”



Olivier Gallet Raffaely
Paid Acquisition Team Leader, Expensya

Broad targeting

4X

Lead generation volume

Narrow targeting

2X

Lead generation efficiency

