



Driving quality leads in international markets

Headquarters: California, USA | No. of Employees: 201 – 500 | Industry: E-Learning Provider

Objective

- To grow in priority APAC markets of Australia, Hong Kong, India, Indonesia and Taiwan by filling the sales pipeline with high-quality leads on a modest budget

Solution

- Bottom-funnel, always-on strategy:** Serves tailored content to each audience segment, eg: thought leadership for decision makers; technical whitepapers for tech professionals
- Warmed up cold audience:** Pairs high-value content with other ad creatives, rotated to prevent ad fatigue, optimise ad frequency, and distil how different markets respond to the same messaging
- Targeted broadly:** Expanded targeting to include Senior Individual Contributors and saw lead volume jump by 2x with no impact on lead quality
- Leveraged LinkedIn insights:** Analysed peer activity on LinkedIn through Competitor Insights, identified trending topics among audiences with Topic Analyser; used Content Marketing Score to assess and optimise ad performance

“ To build and expand our enterprise business presence in APAC, we are still in a test-and-learn phase. LinkedIn’s insights have been very useful in helping us refine our strategy, especially given our modest budget. We are pleased with the results we’ve been getting and are gearing up to extend our efforts to Japan soon. ”



Audrey Deng
Senior Manager, Demand Generation, International Markets (APAC)
O'Reilly Media

Insight

2-3x

higher likelihood of conversion for audiences who saw 6-10 impressions of ads

Results

3x

Lead Gen Form completion rate when they expanded targeting criteria

-65%

reduction in average cost-per-lead compared to previous quarter, from leveraging LinkedIn Insights