Linked in Marketing Solutions

How Two Minute Reports and LinkedIn drove 20% incremental conversions for KPI Media's clients

KPI Media, an independent performance marketing agency based in Singapore, specializes in helping venture-backed startups scale through paid media advertising and robust analytics. Their team excels at aggregating marketing data and transforming it into insightful dashboards, empowering clients to make data-driven decisions and achieve better outcomes.

KPI Media partnered with Two Minute Reports (TMR) - self-service analytics platform designed to automate, and manage reports - to revolutionize their reporting process and leverage LinkedIn's advanced targeting capabilities. By implementing this solution, KPI Media successfully automated their reporting, driving 20% incremental conversions for LinkedIn advertisers in addition to saving countless hours.

Challenge

Before adopting TMR, KPI Media faced numerous challenges in their reporting process.

- Manual reporting was time-consuming, tedious, and error-prone.

- Inability to make swift campaign optimisations and strategies.

- Inability to detect anomalies or troubleshoot issues due to infrequent report pulls.

- Inability to measure the impact of different marketing channels due to lack of full-funnel visibility.

Solution

To address these issues, KPI Media turned to TMR as their reporting software of choice.

- By integrating TMR with LinkedIn Ads, they gained real-time access to performance data from all marketing channels.

- This integration provided a holistic view of campaign performance by visualizing LinkedIn's data alongside data from other advertising channels.

- TMR's intuitive software and user-friendly interface facilitated a seamless onboarding experience for KPI Media, making it their go-to reporting tool.

Results

- Saved approximately 10 hours per week, equivalent to 25% of a full-time employee's time.

- 5 times quicker detection of anomalies and resolution of issues.

- TMR's affordability ensured a substantial return on investment.

- With full-funnel visibility, KPI Media could measure the influence of different marketing channels on each other, helping clients understand the impact of their paid media campaigns on bottom-line results.

- Visualizing campaign performance across multiple channels enabled swift strategic decisions for optimizations and budget reallocations.

- Increase in client's conversions on LinkedIn Ads by approximately 20%.

10 HOURS PER WEEK
saved on manual reporting

5 TIMES QUICKER
Issue Detection and Troubleshooting

20% INCREASE
in LinkedIn Ads conversions

TMR's ability to measure beyond just leads, considering factors like opportunity size, revenue, lifetime value, and return on investment, enabled KPI Media to demonstrate to their customers the value of investing in brand awareness.

This collaboration between KPI Media, Two Minute Reports, and LinkedIn showcases the transformative potential of technology in optimizing marketing operations and driving business growth. By leveraging TMR and LinkedIn's powerful targeting capabilities, KPI Media automated their reporting processes and achieved incredible results for their customers resulting in a 20% increase in conversions.

TMR and its rockstar team of engineers listened to all our feedback and they were extremely quick to resolve all issues that we had. Fast-forward to today, we haven't spoken to anyone from TMR's support team in months - just because we didn't need to.

Yashwin Naidu
Founder, KPI Media

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