

EY Canada cuts cost-per-follow in half using LinkedIn Document Ads



Location: Canada | No. of Employees: 312,250 | Industry: Professional Services



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Dylan Doyle
Assistant Director, Social Media at EY



Opportunity

Telling stories in a different way

- As one of the largest professional services providers in the world, EY is dedicated to business-to-human marketing focused on creating long-term value for its clients, people, and communities.
- EY was seeking a more effective and engaging way to educate clients at scale through brand awareness and activation pieces, while enhancing accessibility through a multi-message format to go deeper down the funnel.

Nearly

50%

improvement in cost-per-follow



Solution

LinkedIn Document Ads

- EY found the right fit with LinkedIn Document Ads. This unique ad format afforded EY the opportunity to reach external customers to build top-of-funnel brand awareness as well as educate internal stakeholders about the value of LinkedIn marketing.
- The A/B testing in Document Ads created an effective sandbox for crafting themes across all ad formats. “Document Ads allowed us to more effectively A/B test with the title cards,” shares [Nikki Altman](#), Social Media Specialist at EY. “We found that changing the title card allowed us to gain insight into how those nuances impact consumer perception.”
- [Dylan Doyle](#), Assistant Director, Social Media at EY shares, “Repetition drives strong brand recall and favourability. My advice: remember what makes your brand strong and bring those elements into this exciting new format.”



Results

- EY was able to produce content for LinkedIn Document Ads at a significantly faster pace. “We’re seeing a 10x faster speed-to-market with Document Ads because we’re leveraging existing thought leadership and employer brand content,” Doyle says.
- These time savings translated to cost savings, cutting the cost-per-follow in half. “We use Document Ads for more than just follower growth, but this unexpected metric is a fantastic learning for us to take into our new fiscal year.
- Document Ads drove higher engagement for EY on LinkedIn. Doyle shares how this new ad format accelerated what would become their biggest campaign of the year: “We used Document Ads to promote our corporate responsibility report. The ease of A/B testing let us really refine this campaign.”
- While this campaign was primarily focused on increasing brand awareness, EY was pleased to also see an uptick in conversion rates.

Removing barriers and building credibility

- Altman credits Document Ads with removing barriers that historically slowed conversions. “We wondered what would happen if we took a larger report, and – rather than making people click through to our website to read it – reduced the barriers so they could access our insights more directly,” she says.
- Altman also shares this bit of learned wisdom from their initial experience with LinkedIn Document Ads. “We started taking content that wasn’t already a PDF and converting it for usage in Document Ads. Now we don’t limit our imagination based on format – you can turn anything into a Document Ad if you think people would enjoy viewing it on LinkedIn.”

Winning with a multi-format strategy

- By rolling Document Ads into their multiformat LinkedIn ad strategy, EY was able to gain buy-in for future advertising opportunities from stakeholders. EY found inspiration for this strategy in LinkedIn marketer [Purna Virji’s Hum, Sing, Shout](#) approach to designing scalable and sustainable always-on marketing content. “We previously had a focus on the “hum”, but when we implemented this new approach with Document Ads, we gained the budget to really start singing and shouting.”
- Altman adds: “A lot of our service line and sector teams are seeing the value of always-on campaigns. This gives us a big opportunity to go big opportunity to focus on the full funnel, testing a mix of. different LinkedIn ad formats to really learn what works best for each context. From there we can build a matrix that shows the optimal path to success with LinkedIn Ads based on known variables.”



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