



Pendo is a growing B2B brand that offers robust product experience and digital adoption solutions.

- Improving product experience means delivering compelling customer experiences that enhance user onboarding and product engagement.
- On the digital adoption side, Pendo provides employee-facing solutions that streamline portfolio management, productivity, and compliance.



Challenge

Supercharge Pendo's brand with a full-funnel approach

Pendo's products have measurable results for its customers, like a 15% decrease in support tickets, a 30% increase in qualified leads, and 5% higher customer retention.

↓ 15% decrease in support tickets

↑ 30% increase in qualified leads

↑ 05% higher customer retention

This year, Pendo sought to supercharge their brand investment and top of the funnel (TOFU) engagement and alignment while enhancing their bottom of the funnel (BOFU) metrics by doubling down on LinkedIn Marketing Solutions.

Solution

Embrace LinkedIn Marketing Solutions for the entire funnel

While Pendo does leverage other advertising platforms, LinkedIn Marketing Services provides unique advantages with hyper-targeted service offerings.

Pendo carefully experimented with segmenting their target audience by job title, skill, and function, which radically increased their advertising campaign engagements while lowering costs.

Integrating third-party audiences (6sense, Marketo, Metadata, etc.) and building on actionable data helped further refine their advertising strategy and capitalize on more opportunities.

Expanding TOFU

Over the last 12 months, Pendo expanded their existing TOFU audience by approximately 300%, thanks to smart investments in LinkedIn advertising. It was important to ensure audiences were aligned between brand recognition and TOFU for downloads.

Pendo's expanded audience base on LinkedIn inspired increased investment in their core retargeting campaign (122% YoY growth):



119% increase in leads YoY



13% decrease in CPC



12% increase in CTR

BOFU Retargeting

The targeting didn't stop at TOFU. As they progressed down the funnel, Pendo launched a successful BOFU demo retargeting engine (bolstered by LinkedIn conversation ads) and a full-funnel strategy.

In doing so, their BOFU campaign ROI skyrocketed from 1:1 up to 7:1 YoY.



Testing and validating

Last year, Pendo invested in campaigns for document ads and video, which turbo-charged engagement and visits to their LinkedIn page this year.

With their Customer Success persona, Pendo sought after TOFU brand and BOFU acceleration. Through the insights garnered from their campaign engagement (bolstered by other data), they were able to showcase the potential of this robust secondary persona.

For Operations/IT, Pendo leveraged LinkedIn to proactively identify changes and shifts in this target persona for a new Pendo product line, Pendo Adopt.

Overall Results

Accelerating lead generation while lowering costs for Pendo Adopt

100%

100% More leads YoY. 100% increase in monthly lead generation

96%

Decreased CPL by 96% YoY. Cost Per Lead dropped 96%, on average

7%

Reduced CPC by 7% YoY. Cost Per Click dropped 7%

"I can see that our engagement rate is through the roof. We've had more profile visits than we have in a really long time. We're getting more engagements, likes, and comments... to increase views on our brand content on our LinkedIn page itself has been really great."



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