Linked in Marketing Solutions

Rocketlane saw 34% increase in lead generation using Factors.ai and LinkedIn integration

"Like all marketers, we heavily investing on marketing ROI. For us that means two things: spending more on what's producing closed deals of the right type; and spending more on bottom of funnel leads. Both LinkedIn and factors.ai help with better targeting and spending more on higher value, intent-based leads."

Steve Colberg
Head of Growth, Rocketlane

About the Customer - Rocketlane

Rocketlane is a purpose-built customer onboarding and Professional Services Automation (PSA) platform that focuses on accelerating time to value, enhancing customer satisfaction, and reducing churn. Their unique unified workspace replaces generic project management, document collaboration, and communication tools, improving communication, collaboration, and project visibility for businesses and their customers.

Challenge

- Rocketlane required a dependable tool to target specific titles in different industries, because they wanted to connect with professionals at their current jobs instead of their past work and designations, to increase the effectiveness of their marketing campaigns.

- A robust solution was needed to accurately measure the ROI of marketing activities, specifically tracking leads generated from LinkedIn ads and attributing closed deals and revenue to those leads.

- To make data-driven decisions and optimize marketing strategies, Rocketlane needed a solution that could provide valuable insights into lead generation and overall data trends.

Solution

- Factors.ai seamlessly integrated with Rocketlane's CRM and Slack platforms, providing real-time data and reports on marketing performance. This integration helped Rocketlane to track the impact of their marketing efforts, get information on high-value prospects, and ensure smooth data-flow between systems.

- Factors.ai delivered vital insights into lead generation and overall data trends, which Rocketlane leveraged to refine their marketing strategies, optimize content performance, and generate high-quality leads.

- As an existing LinkedIn favored partner, Factors.ai supported Rocketlane in integrating their LinkedIn Ads with the Factors.ai platform. The integration process was streamlined, with Factors.ai guiding Rocketlane through the major integration tasks.

Results

- LinkedIn Ads enabled Rocketlane to effectively target specific titles in various industries, and achieve a better targeting precision, resulting in a 34% increase in lead generation.

- With Linkedin's lead gen forms, the conversion rate for the overall website increased from 0.1% to 3-4%, almost 40 times higher.

- With the help of Factors.ai, Rocketlane successfully measured the ROI of their LinkedIn Ads campaigns, gaining valuable insights into the effectiveness of their marketing investments in half the time.

- Actionable insights into lead generation provided by Factors.ai, were used to enhance Rocketlane's marketing strategies and helped them allocate resources towards the most effective channels and campaigns.

34%
INCREASE
in lead generation

2X
FASTER
measurement of ROI
of LinkedIn campaigns

40X
INCREASE
in website
conversion rate

Factors.ai and LinkedIn played crucial roles in Rocketlane's growth and marketing success.

LinkedIn Ads enabled Rocketlane to implement precise targeting, which improved lead generation and facilitated better engagement with the target audience. Rocketlane plans to continue leveraging LinkedIn and Factors.ai in the future. Additionally, they aim to further explore the capabilities of Factors.ai, expanding their usage beyond the current integration and taking full advantage of the platform's offerings.

Visit **marketing.linkedin.com** to get started with LinkedIn Ads.

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