

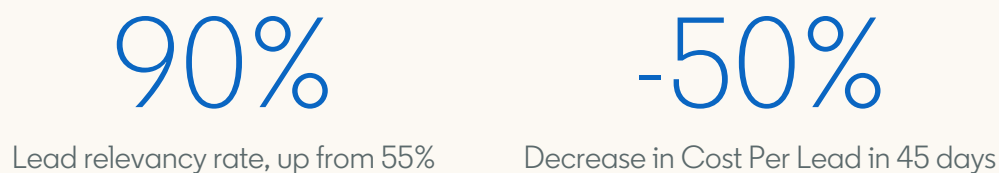
## CHALLENGE

To shift to a more sustainable international expansion strategy in markets like the US and UK after seeing early success in converting quick-win opportunities

## SOLUTION

- Assessed Total Addressable Market on LinkedIn to build custom audiences by market for broader targeting beyond their own ABM list
- Shifted to full-funnel marketing to build awareness and consideration among mid- and low-intent audiences for future pipeline, while still capturing leads from high-intent ones
- Pivoted from a globalised marketing strategy of one campaign for all markets to a localised approach with tailored messaging, content and creatives

## RESULTS



“LinkedIn delivers the most value for the least effort. It has enabled us, as a relatively young brand, to gain a foothold in key international markets like the US and UK. Given the lead quality that we’re seeing, we now invest 85% of our performance marketing budget in LinkedIn Ads.”



Amit Thokal  
AVP, Growth & Marketing, HireQuotient

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