

Gimmonix drives more conversions with lower CPLs using a focused LinkedIn approach



G GIMMONIX | Location: London, UK | No. of Employees: 75 | Industry: Travel & Leisure



“The amount of leads from LinkedIn that are worth talking to at the end of the day is very high — like several dozens or hundreds of times higher in certain cases than other platforms.”

Osiris Wednesday
Digital Marketing Manager, Gimmonix

Challenge

- As a technology company that helps travel brands uncover new efficiencies through automation, APIs, and other tools, Gimmonix markets to various types of businesses within the vertical: travel management companies, online travel agencies, hotel distributors, hotel suppliers, and so forth.
- The lack of uniformity in nomenclature presents some barriers when it comes to targeting, according to Digital Marketing Manager Osiris Wednesday. “Even within the industry, different companies define things differently, which is one of the challenges in marketing to them. Everyone uses a different terminology.”

Solution

- Gimmonix’s marketing strategy focuses on two primary objectives: brand awareness and lead generation. To pursue them, the team turned to LinkedIn and its newly reconfigured objective-based advertising (OBA) experience.
- For creating awareness, Gimmonix shares a steady stream of organic content relevant to its audience. For leads, they run videos and other Sponsored Content speaking to distinct segments of their audience, such as the C-suite or enterprise prospects.

Results

- Running targeted ads on LinkedIn has delivered starkly higher lead quality in comparison with other platforms, according to Wednesday, who reports that conversions increased by about 30% in their first two months running objective-based campaigns, while cost-per-lead dropped by about 25% in the same span.
- “Generally speaking, LinkedIn has provided us with leads that are far more qualified,” he says. “That is to say, for every 100 leads on LinkedIn, half are SQLs (Sales Qualified Leads). On other platforms, for every 100 leads, less than 5% are SQLs.”

25%

reduction in CPL with objective-based campaigns on LinkedIn

30%

increase in conversions with objective-based campaigns on LinkedIn

Keying in on objectives

- Wednesday has always found the Campaign Manager experience in LinkedIn to be intuitive and user-friendly, but says the new OBA setup has been a big time-saver, while enabling him to deliver more seamlessly upon company goals.
- “When I sit and I’m talking to the Marketing Director or someone and they want something specific, it’s easier to deliver on what is important to them, which makes my life easier as a marketer.”

A full view of metrics

- One thing that Gimmonix has found especially helpful when marketing on LinkedIn is the depth and ease of reporting. Wednesday keeps a close eye on performance metrics like Cost Per Conversion and Click-through Rate to ensure programs are staying on track.
- He says he also dives deep into video engagement metrics, which helps inform their future creative efforts. For example, how long people are watching? What’s the optimal video length for compelling a completed view? What’s the correlation between video completion and conversions?

Finding organic traction

- Another thing Wednesday appreciates about LinkedIn is the way organic and paid efforts complement one another. “In other platforms, you have to pay for your audience to see anything, and that’s a growing trend that LinkedIn is kind of defying in a really positive way,” he says.
- “LinkedIn content is indexed on Google, which is a massive boost to SEO,” he adds. “That helps us rank at the top for travel technology.”



“We slowly pulled away from other channels and then put that money into LinkedIn to the point where we doubled or almost tripled our advertising spend on LinkedIn, just because it continually gave us the best ROI according to all of the data we put together.”

Osiris Wednesday
Digital Marketing Manager, Gimmonix