



Investing in ad content personalization maximizes engagement and lead generation

Dassault Systèmes explains how disruptive simulation software solves global sustainability challenges in pharmaceutical manufacturing, generating qualified leads amongst pharma and biotech decision-makers in NAM, EUR, and APS regions.



Using a powerful combination of content personalization and audience targeting on our LinkedIn ads, we surpassed industry benchmarks across numerous key metrics. Thanks to this collaboration, we drove high engagement among relevant decision makers in our industry, surpassing our lead goals”



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For this campaign, Dassault Systèmes’ Life Sciences Marketing team collaborated with official LinkedIn Content Partner, [Story Jungle](#).

The goal was to engage new audiences and generate MQLs in the pharmaceutical and biotech industries with value-added content, while A/B testing ad elements using LinkedIn Marketing Solutions.



Content was delivered to industry leaders via targeted messaging, imagery, and integrated LinkedIn lead gen forms in **Sponsored Content and Conversation Ads**.

Dassault Systèmes A/B tested square versus vertical content formats and localised imagery by geographical region, with results out-performing industry benchmarks.

A combination of interest-targeting and job title-targeting across major markets expanded reach to a wider audience of decision-makers at relevant businesses.

Dassault Systèmes tested sending Conversation Ads from personal profiles versus company accounts, optimising ad engagement and CPL in the process.

A/B testing of personalized content and multiformat sponsored content ads drove:

13.8% increase in CTR **27%** higher engagement rate

Global campaign performance generated impressive results, surpassing industry benchmarks:

+76.6% Form fill rate

