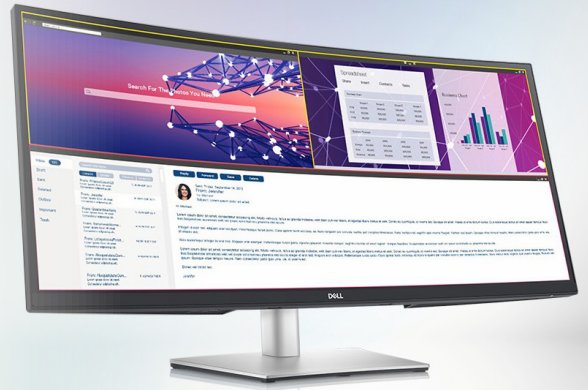




Dell displays its star monitors in style on LinkedIn

Combining striking visuals and video with clear, data-driven messaging has driven high-value engagement around monitors and client peripherals, and outperformed all of the brand's targets



What better way to inspire organisations with the benefits of state-of-the-art monitors than to display state-of-the-art visuals? Dell's approach to engaging end-users and decision-makers in the LinkedIn feed puts the stars of its monitors and client peripherals product line centre stage – and combines engaging graphics with clear messages around ergonomics and productivity. The always-on campaign has beaten all industry benchmarks and internal targets, with a click-through rate of 0.52% and a vital role in Dell's integrated, full-funnel marketing strategy.

The Challenge

- Engage IT and business decision-makers around Dell's product line
- Build wider awareness and engagement across influential end-users
- Move businesses through the funnel from awareness to readiness to buy
- Reinforce Dell's position as commercial monitors market leader
- Play a central role as part of a multi-vehicle, fully integrated campaign targeting every stage of the customer journey

Why LinkedIn?

- Quality of data and targeting
- Ability to reach specific personas at scale
- Reach across key markets of the UK, France, Germany and The Netherlands
- Engagement delivered by visual and video content in the LinkedIn feed

Solution

- Sponsored Content and short Video Ads in the LinkedIn feed
- Highly visual approach as a driver, highlighting the product line
- Research backed up messaging around ergonomics, productivity and end-user benefits, as topical conversations underneath the wider Dell Productivity campaign umbrella.
- LinkedIn targeting of key personas: IT and business decision-makers, and end-users such as data scientists and creatives

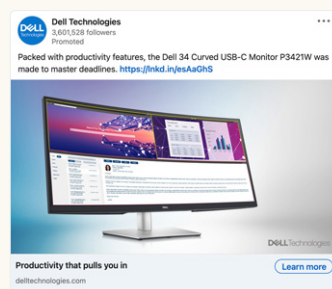
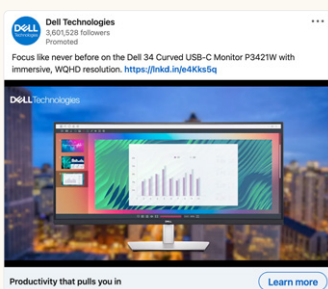
Results

- Campaign exceeds internal targets on impressions, views and high-value engagement
- Click-through rate (CTR) of 0.52% almost double industry benchmarks
- Revenue pipeline for digitally engaged audiences is significantly higher than for those not engaged by the campaign

Combining striking product visuals with a compelling point of view

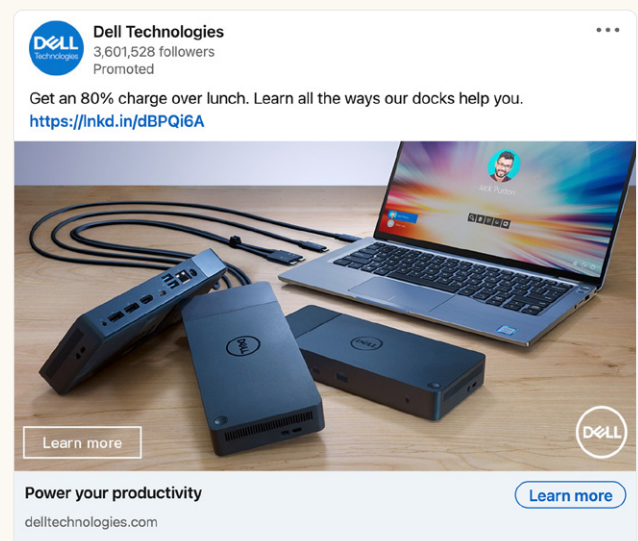
As the market leader in commercial monitors across most territories in EMEA, Dell's thought leadership explores the impact of monitors and other devices on ergonomics, workplace productivity remotely and in-office and wellbeing. LinkedIn provides an opportunity to raise the profile of its thinking and illuminate its relevance. "We have a strong point of view around the future of monitors and the benefits that they can bring to end-users," says Silvia Herrero, Displays and Client Peripherals Marketing Lead EMEA for Dell. "Our strategy is to maintain this leadership position through an always-on approach to connecting with our audiences both in Market and out of Market."

Dell has developed a data-driven, fully integrated marketing strategy that uses a range of digital vehicles and messages to target customers at the different stages of their journey. Its distinctive approach combines key insights from its data and research with striking visuals of the products as emotional drivers that help deliver end-user benefits. In the campaign's Sponsored Content ads, monitors take up the vast majority of the available image space – and Dell has achieved even greater success with short video ads that capture attention through movement. "I would recommend video as a communications tactic," says Silvia. "We've found that it outperforms static images several times over."



Building momentum throughout the funnel

The insights and images at the heart of Dell's LinkedIn campaign aren't just targeted at traditional IT and business decision-makers. Silvia works with Dell's agency Mediacom and LinkedIn to target a range of influential end-user personas. "We take a user-centric approach and ask ourselves who will use the solutions that we're providing," says Silvia. "And we lead with the features and messaging that will mean something to these audiences. We're able to be clear and confident in that messaging because we know that it's backed by data and research."



The ability of LinkedIn to generate high-value engagement at scale gives it a valuable role in Dell's multi-channel, always-on strategy for promoting monitors and client peripherals. "We're looking at moving businesses from awareness to readiness to buy and LinkedIn is very relevant at several points of that journey," says Silvia. "It's proven so successful in driving engagement around products that we're also now exploring other types of thought-leadership campaign on the platform, acquiring leads through webinars, podcasts and other content formats."

"We analyse the data to try and understand why the LinkedIn campaign outperforms so strongly. It comes down to a combination of dynamic, clear messaging that's backed up by insights and direct, engaging graphics. Even products that we didn't think would resonate that much have performed very strongly on LinkedIn, and we've driven great results in markets where it's often difficult to achieve clicks and engagement."

Silvia Herrero

Displays and Client Peripherals Marketing Lead EMEA, Dell