

Keep Calm Thanks to LinkedIn

KEEP
CALM
AND
LEASE



Jaguar Land Rover Germany responded to the coronavirus crisis with an exceptional leasing offer that, thanks to LinkedIn, quickly found its way to the right customers through precise targeting and a simpler user journey. The result? More leads, lower costs per lead, and real profit for the sales team during these challenging times.

Challenge

- Identifying customers with the intention to buy and (quickly) directing them to the offer
- Reducing abandonment rates by simplifying the user journey from the ad to the JLR website and finally to the offer
- Reducing lead generation costs (high cost per lead, CPL)

Why LinkedIn?

- Professional environment and high-quality member profiles for targeting suitable leads
- Relevant environment, especially for the automotive sector
- Thanks to the quality of LinkedIn data, JLR can target a high number of customers who are likely to want to lease

Solution

- Customized targeting
- Using two different ad formats to ensure that the right people are reached in the right way: with both Sponsored Content in users' feeds and Message Ads
- Simplifying the user journey with pre-filled requests for the leasing offer by utilising LinkedIn Lead Gen Forms which are integrated with their CRM system without the customer having to detour via the JLR website

Results

-35%

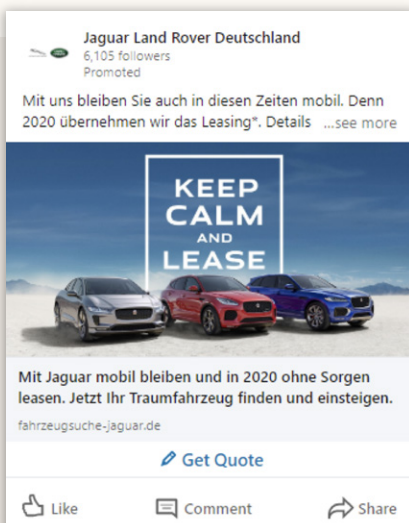
The costs per lead (CPL) for Land Rover fell by 35% compared to the benchmark (-15 % for Jaguar)

-75%

The costs per lead (CPL) for Land Rover fell by 75% compared to display ads (-50 % for Jaguar)

426%

The lead volume generated for Land Rover rose by 426% compared to display ads (+80 % for Jaguar)



As the economic impact of the coronavirus crisis became apparent, Jaguar Land Rover (JLR) was looking to boost sales. It quickly became clear that an exceptional offer might appeal to potential customers. The idea was a financing package for cars of both brands to give customers some relief in economically challenging times and mitigate the imminent loss of sales at the same time. This is how the campaign “Keep Calm and Lease” was created. The leasing offer connected with the campaign sees JLR pay the monthly payments for the rest of 2020, meaning that customers’ first installments are not due until 2021. So the quicker customers take advantage of the offer after the campaign is launched, the longer they can enjoy their vehicle free of charge - and the more attractive the offer becomes. This made time a key factor in the success of the campaign, which was launched in May 2020. The second challenge was reaching the right target audience. Both issues were tackled with a brilliant solution thanks to the opportunities for campaigns offered by LinkedIn.

LinkedIn and JLR - Premium Matchmaking

Jaguar Land Rover is a premium supplier in the automotive industry. Its customers have high expectations and include many business people and independent entrepreneurs. This makes generating high-quality leads both quickly and without driving up costs a challenge - and choosing the right channel crucial. What distinguishes LinkedIn from other social networks is that it offers access to exactly the high quality clientele that JLR wanted to reach with its campaign. Furthermore, the thematic environment covering all aspects of personal transport that LinkedIn has established in recent years is unique in the automotive industry. So it's not surprising that JLR used LinkedIn as the channel for its campaign - with outstanding success.

Better conversion rates and lower costs thanks to multiple ad formats and LinkedIn Lead Gen Forms

The high lead volume that the Keep Calm campaign achieved is a result of the exceptional premium segment on LinkedIn - plus the possibility of creating customized target group segments in this environment and the ability to market the campaign specifically to high-income members interested in luxury products. This has contributed significantly to reducing the cost per lead (CPL) for the Jaguar and Land Rover brands.

LinkedIn Lead Gen Forms also played a pivotal role, featuring in members' feeds as Sponsored Content and reaching their inboxes via Message Ads. "Using the pre-filled forms for the financing offer, which enables interested LinkedIn members to enter their details in just a few clicks, we've been able to make the user journey considerably shorter. This was especially important given how time-critical our campaign was," said Christian Uhrig, who is in charge of the campaign at Jaguar Land Rover. "The high response rate exceeded our expectations and reinforced our belief that we are using the right channel."

André Mettken, Head of the Digital Center of Excellence Europe at dentsu X (part of the Dentsu Aegis Network), who supported Jaguar Land Rover with his agency team, also considers the dual approach of the campaign as critical to its success: "Message Ads enabled us to achieve the reach and awareness we needed for the exceptional offer. The personalized approach using Message Ads encouraged those who are already likely to make a purchase to take a closer look at the offer."

The clever combination of options in the LinkedIn Campaign Manager was game-changing for the agency too. "We certainly didn't do our last campaign like this," Mettken summarizes.

Claim, content, channel - a real hat-trick for JLR

The Keep Calm campaign achieved the perfect balance of being a thematically fitting and cleverly conducted campaign that was marketed on the right channel at the right time. Marketing manager Uhrig highlights the apt environment once more: "You would be hard-pressed to find another social network that offers this high an overlap with our potential customers at present. And in this business environment, targeted ads like those we have run as part of Keep Calm are seen as great offers rather than perceived as spam. This has allowed us to achieve our stated goal."

"Even in difficult times, we are standing by our customers as a reliable partner. This is demonstrated by our Keep Calm leasing offer, which helps keep our customers on the go and ready for action. LinkedIn is helping us share this exceptional offer with the right target audience quickly."

Christian Uhrig
Marketing Manager Comms & CRM
Jaguar Land Rover Germany



"LinkedIn provides our premium customers with optimal target group offerings, particularly through retargeting solutions and the custom segments available. The combination of Sponsored Content and Sponsored Message Ads, including a personalized message, allows us to ensure targeted communication in the performance segment and achieve efficient results. The Lead Gen Forms in particular deliver the highest performance, leading to high-quality requests for Jaguar Land Rover - for both B2B and B2C."

André Mettken
Head of Digital Center of Excellence
Europe at dentsu X

