

# Full-funnel LinkedIn strategy delivers material impact for Matmatch



Matmatch

Matmatch is an online platform that brings together end users and suppliers of engineering materials – from steel bar to carbon ceramic powders to specialised glass ceramics. To grow sustainably it needed to build awareness, momentum and scale on both sides of the buyer-supplier relationship. Targeting all stages of the funnel on LinkedIn not only helped to deliver rapid user growth on the buyer side – it also proved the crucial ingredient for building a pipeline of supplier leads.

## Challenge

- Build awareness among an audience of engineers looking to identify and source the right materials for their projects
- Generate high-quality, relevant leads among the suppliers that Matmatch's sourcing platform needs

## Why LinkedIn?

- Only channel able to target Matmatch's specialist audience with accuracy
- High quality of leads
- Range of marketing formats to integrate awareness-building and lead generation activity

## Solution

- Video for Sponsored Content and Carousel Ads to build awareness
- Sponsored Content and Sponsored InMail with LinkedIn Lead Gen Forms to translate supplier awareness into high quality leads
- Targeting of key sectors with tailored messaging using LinkedIn profile data
- Account-Based Marketing (ABM) targeting lists of high-value prospects and trade-show attendees
- Retargeting of visitors to the Matmatch platform, to encourage full sign-up to the service

## Results

- Awareness campaigns and retargeting on LinkedIn helped to grow Matmatch's user base to more than 150,000 in less than a year
- LinkedIn directly generated around 1,000 qualified leads among potential suppliers, growing the size of the supplier pipeline 10x
- The combined LinkedIn activity reduced Matmatch's cost per qualified lead by more than half

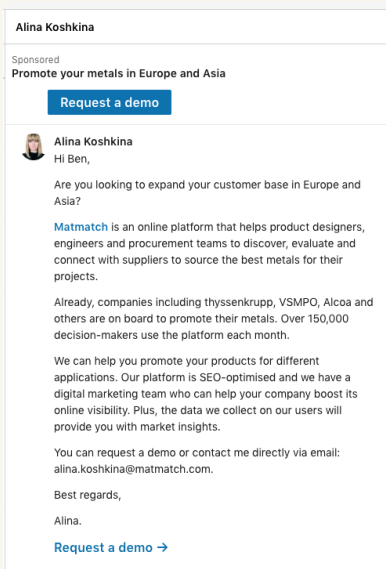
**Combining awareness campaigns with lead generation activity built the momentum and supplier base that the materials sourcing platform needed for growth.**

## Building momentum on the buyer side

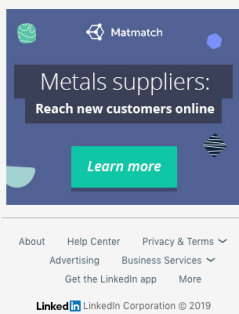
Matmatch's business model requires awareness, momentum and scale on both sides of the buyer-supplier relationship, each of which represented a different marketing challenge.

"On the buyer side, our platform has most value to add in the early stages of engineering projects when engineers are considering their options and haven't yet decided which material they are going to use," explains Ben Smye, Head of Growth at Matmatch. "On LinkedIn, we were able to target engineers in key industries like oil and gas and use Account-Based Marketing (ABM) to reach companies that we've identified as relevant prospects."

Matmatch used Sponsored Content and Carousel Ads to raise awareness of Matmatch's proposition – and its key point of difference it helping engineers research their materials options. "We educated our audiences through Video for Sponsored Content and were then able to retarget those who visited our site and promote the value of signing up to our full service," says Ben. In less than a year, this full-funnel approach to the buyer side helped to grow Matmatch's user base from a few thousand to over 150,000 monthly users.



The screenshot shows a LinkedIn message from Alina Koshkina, a sponsored post titled "Promote your metals in Europe and Asia". It includes a "Request a demo" button, a profile picture, and a message body that describes the Matmatch platform and provides contact information.



The screenshot shows the Matmatch website landing page. It features the Matmatch logo, a headline "Metals suppliers: Reach new customers online", a "Learn more" button, and a footer with navigation links like "About", "Help Center", and "Privacy & Terms".

## Keeping pace with demand through high-quality supplier leads

A rapidly growing community of buyers meant that Matmatch urgently needed to expand its base of suppliers. "This was always going to be our biggest challenge and crucial to the success of the business," says Ben. "We started by building awareness on LinkedIn with video and Sponsored Content, emphasising how this was the future of materials sourcing and how we could help suppliers find new customers. Then we moved to lead generation, using Sponsored InMail and LinkedIn Lead Gen Forms with a direct call to action offering a free demo of the platform."

This two-phase approach to the supplier side delivered dramatic results, generating around 1,000 leads from LinkedIn, which represented a 10x increase in the size of Matmatch's supplier pipeline. "Enabling people to request demo's direct from the InMail performed really strongly for us," says Ben. "We've also been able to use InMails with target account lists, to get more value from trade shows. We'll identify the companies attending that we want to speak to, send an InMail campaign and often get a 20% response rate of people agreeing to meetings. For just a small extra cost, it boosts the ROI of the show significantly."

1,000 High-quality leads from LinkedIn

20% Response rate of people agreeing to meetings

It's not just the volume of leads from LinkedIn that makes a difference, though. "When we compared different channels' performance on cost per lead (CPL) for the quality of leads that we needed, LinkedIn was miles ahead," says Ben. "As a result, we've stopped using some other social channels in our strategy – and LinkedIn is now our main source of leads for suppliers. It's the only place we can reach the specific audiences we need and drive quality leads at the right cost."



"Sourcing suppliers was our biggest challenge as a business and LinkedIn has outperformed every other channel in delivering the quality of leads that we need. It brings in the right type of companies at the right cost."

Ben Smye

Head of Growth, Matmatch