

Audi builds a smarter lead generation engine on LinkedIn



For the launch of its new flagship model, the Audi A8 in the Middle East, Audi needed a platform where it could activate its deep understanding of its audience – and generate valuable leads through high-quality engagement. LinkedIn provided the smarter lead generation engine the brand was looking for, with a 35% view rate and 5.7% click-through rate building a pipeline of high-net-worth prospects.

Challenge

- Launch the new Audi A8 across nine markets in the Middle East
- Use Audi’s audience insights to target the most relevant potential buyers
- Raise awareness and drive engagement
- Deliver a pipeline of high-quality leads for luxury Audi models

Solution

- Audi worked with LinkedIn to target government officials and high-net-worth individuals, the most likely buyers in the Middle East region
- Aspirational 30-second video raising awareness of the A8’s luxury features
- Sponsored InMail delivered a personalised introduction to the new model

Why LinkedIn?

- Strong reach amongst luxury car buyers in the Middle East
- Record of delivering high-quality leads
- Ability to combine high-impact video content with powerful LinkedIn targeting
- Tracking capabilities for proving effectiveness and generating additional audience insight

Results

- Delivering video through Sponsored Content generated over 300,000 views amongst the target audience, with a view rate of 35% and a completion rate of 22%
- 80% of viewers watched more than half of the film
- The InMail campaign generated an outstanding open rate of over 66%, with 5.7% clicking through to “Experience More”



“This launch campaign has delivered both on awareness and the number of leads. The engagement we’ve generated, and the prospects now in our pipeline put us in a strong position not just for sales of the Audi A8 but for launches of other high-end models going forward.”

Karen Weibrecht

Digital and CRM Manager, Audi Middle East

Connecting our flagship model to the right high-end buyers

“This was a crucial campaign for us,” explains Audi Middle East’s Digital and CRM Manager, Karen Weibrecht. “The A8 is one of the most important models for us in the region and it’s crucial that our campaign speaks to the relevant audience of likely buyers. It’s important to generate the quality of leads that convert into sales in the showroom.”

Audi’s media agency phd worked closely with LinkedIn’s account team to develop a targeting approach that leveraged the brand’s audience insight. “You can’t make the same assumptions about the age of likely buyers as you would in European markets,” points out Brian Zhanda, phd’s Manager, Performance. “In the Middle East, people with the income level we are looking for are often much younger. Working with LinkedIn, we developed a strategy of targeting government-related industries, where our likely buyers were most likely to be working. And we also used LinkedIn data to build a second segment of high-net-worth individuals that we could target in parallel.”

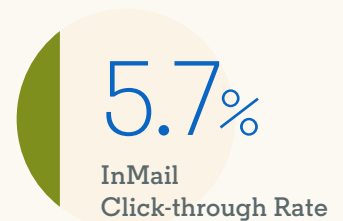
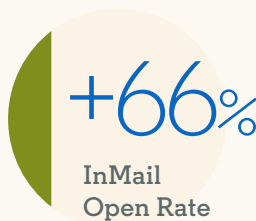
Using LinkedIn data to replicate Audi’s audience segmentation delivered the reach and engagement levels that Karen and Brian were looking for. The campaign engaged more than 300,000 relevant professionals across its nine Middle East markets. By adding the LinkedIn Insight Tag to Audi’s website, the team was able to access detailed demographic information on those clicking through, confirming that they fitted the relevant audience profile. “We’re able to see the seniority level of the people engaging with Audi along with the company they work for, which gives us the confidence we want that we’re reaching the right audience,” says Brian.

Quality engagement delivers quality leads

Targeting luxury car buyers with a combination of Video for Sponsored Content and Sponsored InMail delivered outstanding engagement levels for Audi. The 30-second video showcasing the A8’s in-car entertainment systems and self-parking features generated a view rate of 35% and a completion rate of 22%. Of the 300,000 people watching the film, 80% saw more than half of it. Targeted Sponsored InMail then delivered a personalised introduction to the A8, stressing how its new features represented the “Future of Luxury.” With an open rate of over 66% and a click-through rate of 5.7%, the InMail activity exceeded Audi’s lead generation targets.

“The open rate for our InMail was double what you would expect – and despite this, we still had an extremely strong click-through rate among those opening it,” says Karen. “The headline message that the future of luxury is now available really resonated with the audience we were targeting.”

Besides driving awareness for the A8 launch, engaging audiences on LinkedIn is now providing Audi and phd with a powerful foundation for future luxury campaigns.



Both exceeded Audi’s lead generation targets.



“The data that this campaign has given us on the companies that are most likely to engage is going to be extremely useful going forward. We’ll be able to personalise LinkedIn campaigns for those specific businesses for even higher engagement.

Brian Zhanda

Performance Manager, PHD Middle East