Turning extended reach and frequency into quality leads

Mimecast and Merkle B2B's full-funnel strategy on LinkedIn, combined with the extended reach of LinkedIn Audience Network, doubles lead volume in six months

mimecast.

APAC Headquarters: Melbourne, Australia | **No. of Employees:** 1,001 – 5,000 | **Industry:** Computer and Network Security

MERKLE.

APAC Headquarters: Singapore | **No. of Employees:** 201 – 500 | **Industry:** Advertising Services

> "LinkedIn feed activity and LinkedIn Audience Network makes for a powerful combination to reach, engage and convert target audiences. We scaled the campaign using existing Sponsored Content creatives and saw significant lifts in performance across all key metrics without compromising on brand safety and targeting."

Daniel McDermott, Senior Marketing Director, APAC, Mimecast

When Mimecast and Merkle B2B applied a full-funnel strategy across the LinkedIn feed and LinkedIn Audience Network, they were able to extend their reach by 8% across Mimecast's target strategic accounts.

LinkedIn Audience Network

LinkedIn Audience Network boosted the performance of their LinkedIn feed campaigns, which earned:

+8% reach across target strategic accounts

3x higher video completion rate

4x higher CTR and 32% lower CPC to website

2x Lead Gen Form completion rate
LinkedIn feed only

Mimecast is a leading cloud cybersecurity solutions provider. Working with Merkle B2B, an agency purpose-built to help companies succeed in today's dynamic B2B environment, they aimed to supercharge lead generation efforts. They adopted a full-funnel marketing strategy on LinkedIn and activated LinkedIn Audience Network to extend their reach and optimise ad frequency. Coupled with a robust retargeting strategy, Merkle B2B achieved 2x Lead Gen Form completion rates in just six months.

Supercharging a full-funnel strategy

Merkle B2B adopted an always-on, full-funnel strategy on LinkedIn to meet Mimecast's needs for quality leads. The campaign started in the LinkedIn feed only, using brand videos to build awareness and high-value content downloads and demo offers to drive conversions.

While this was producing satisfactory results, Merkle B2B recognised that while their target audience of IT decision makers is very active on LinkedIn, they were missing out on the opportunity to engage them when they visited other sites. That's where LinkedIn Audience Network came in.

Prioritising brand safety

Discussions with LinkedIn Marketing Solutions allayed any brand safety concerns that Merkle B2B had from previous experiences with other audience networks. LinkedIn Audience Network only serves ads to a trusted, highly-curated suite of partner apps and sites, ensuring appropriate contextual environment for Mimecast's ads. They can also preview how the ads will be rendered using LinkedIn Campaign Manager.
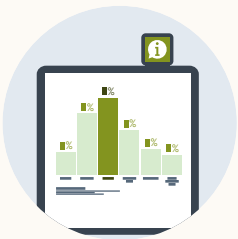
Reaching the exact same audience

Merkle B2B's main motivation for activating LinkedIn Audience Network was to increase brand recall among Mimecast's target strategic account. Because LinkedIn Audience Network uses the exact same campaign targeting criteria, they were assured that they were reaching only the people who matter. In fact, LinkedIn Audience Network helped them increase clickthrough rates to Mimecast's website by 4x at 32% lower cost per click.

Precise targeting at scale

As target audiences were consistently nurtured with campaign messages in the LinkedIn feed and beyond, they were better primed for retargeting. When Merkle B2B served these engaged audiences bottom-funnel conversion ads on LinkedIn, they saw a dramatic 2x uplift in Lead Gen Form completion rates with no impact on lead quality.