

Scaling reach in emerging markets

Publicis Media combined LinkedIn feed activity with LinkedIn Audience Network to perform 2x above benchmarks for a digital payments client



Headquarters: London, UK

| No. of Employees: 10,000+

| Industry: Advertising Services

A key business solution of Publicis Groupe, Publicis Media harnesses the power of modern media and its digital-first, data-driven global practices to deliver client value and drive growth in a platform-powered world.

It was appointed by a client in digital payments to scale its brand message across key Asia Pacific markets, including emerging ones like the Philippines. With the client's LinkedIn campaigns already producing strong results, Publicis Media added LinkedIn Audience Network to the mix, testing to see if it would safely and efficiently scale their reach while driving better video views (their key performance metric).

The results were astounding.

LinkedIn Audience Network boosted the performance of Publicis Media's brand marketing campaign on LinkedIn, delivering:

LinkedIn Audience Network

+16%

reach across target audience segments

+61%

video views

2.6x

more landing page clicks

Amplifying brand reach, safely and at scale

Reach and frequency are essential elements of an effective brand marketing campaign. When Publicis Media brought its client's brand marketing campaign onto LinkedIn, it was part of a multi-channel strategy, with LinkedIn being the ideal platform to engage working professionals.

To further scale their reach and optimise ad frequency, both of which are key to achieving brand recall, Publicis Media activated LinkedIn Audience Network in the Philippines to engage the exact same audience when they visited trusted partner apps and sites. The combination of LinkedIn feed activity and LinkedIn Audience Network fuelled campaign performance, surpassing benchmarks by 2x.



Securing brand safety and ad context

With LinkedIn Audience Network only working with a trusted suite of third-party apps and sites, the client's brand safety concerns were quickly allayed. For an added layer of protection, Publicis Media uploaded a custom blocklist, further ensuring that the ads would be served in the right contextual environment. LinkedIn Audience Network also supports custom allowlists.



Achieving incremental reach among the same audience

Publicis Media was able to grow its campaign reach by 16% without impacting audience quality as LinkedIn Audience Network used the same targeting criteria as its ongoing LinkedIn campaign. Ads were served to the same target audience when they were active on other sites, effectively increasing video views by 61%.



Driving campaign performance efficiently

With LinkedIn Audience Network delivering incremental reach and building on momentum from the LinkedIn campaign, Publicis Media successfully set the stage for LinkedIn Audience Network to potentially become an integral part of its recommended go-to market strategy for more clients in the future.

“ We didn't expect LinkedIn Audience Network to deliver such strong incremental reach and improve our total performance so significantly. We were able to reach more of the same high quality audiences while upholding our client's strict brand safety standards, so we're very happy with the results. ”



Francesca Delvaux, Regional Media Planning Manager, Publicis Media