



For UiPath, a little more conversation drives a lot more action

The Robotic Process Automation company **increased lead generation completion rate to 67%** when it retargeted website visitors with LinkedIn Conversation Ads.



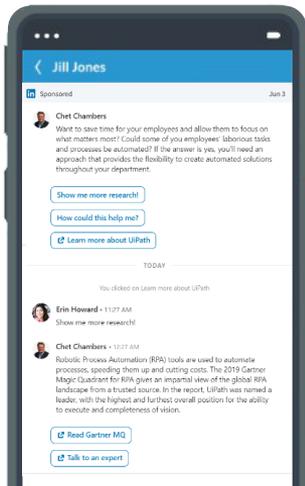
“Conversation Ads are a great format because they refine the customer experience in real-time. Our potential customers find the exact information they’re looking for in a hassle-free way and we’re able to optimise our live campaign by mapping their interactions.”



Maria Voloh
Director of Global Digital Marketing at UiPath

To maintain its record-breaking growth rate for an enterprise software business, UiPath needed more leads for its Robotic Process Automation (RPA) solutions

The business recognised an opportunity to offer a great experience for visitors to its website who had shown an interest but did not convert in previous customer acquisition campaigns



UiPath used Matched Audiences to retarget non-converted website visitors with LinkedIn’s new Conversation Ads format

Through the Conversation Ad’s customisable calls to action, UiPath invited potential customers to explore research on RPA, find out more about its solutions, try the platform or contact a sales rep for a tailored offer

Conversation Ads reach target audience members as part of their LinkedIn Messaging experience, appearing as a message from a UiPath representative

67%

The campaign generated leads at a rate of 67%

25%

At the same time, its click-through rate (CTR) to landing pages increased by 25% during this campaign