

A proven approach for optimised results:

# Uniper



## Challenge

Leverage the power of the LinkedIn platform to generate high quality leads for Uniper's energy and power plant industry software solution, Enerlytics.



### Audience

- ▶ C-Suite executives
- ▶ Senior Managers
- ▶ Energy sector decision makers

### Regions

- ▶ ME
- ▶ Australia





*The content and campaign outperformed benchmarks and expectations, helping us to better understand our audience and how best to speak to them in an impactful way."*



**- Vedran Kusljugic**  
Product Marketing Manager,  
Uniper SE



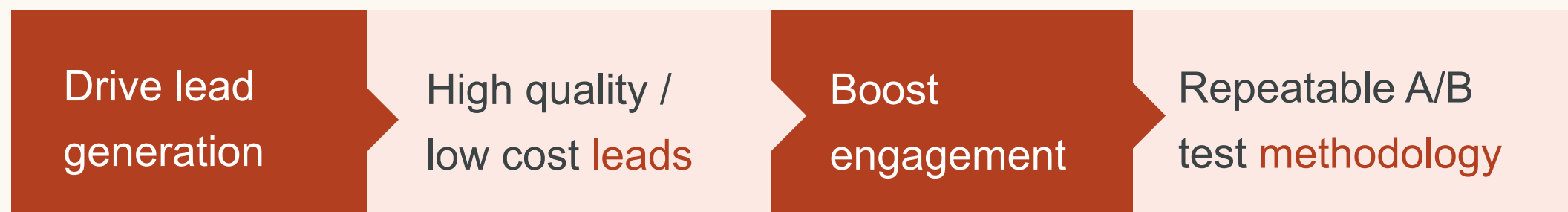
## Team



STORY JUNGLE is a global brand publisher producing attention-grabbing content that drives awareness and generates leads. They are a certified LinkedIn Partner, with a network of correspondents in 120 cities worldwide.



## Goals





## Strategy

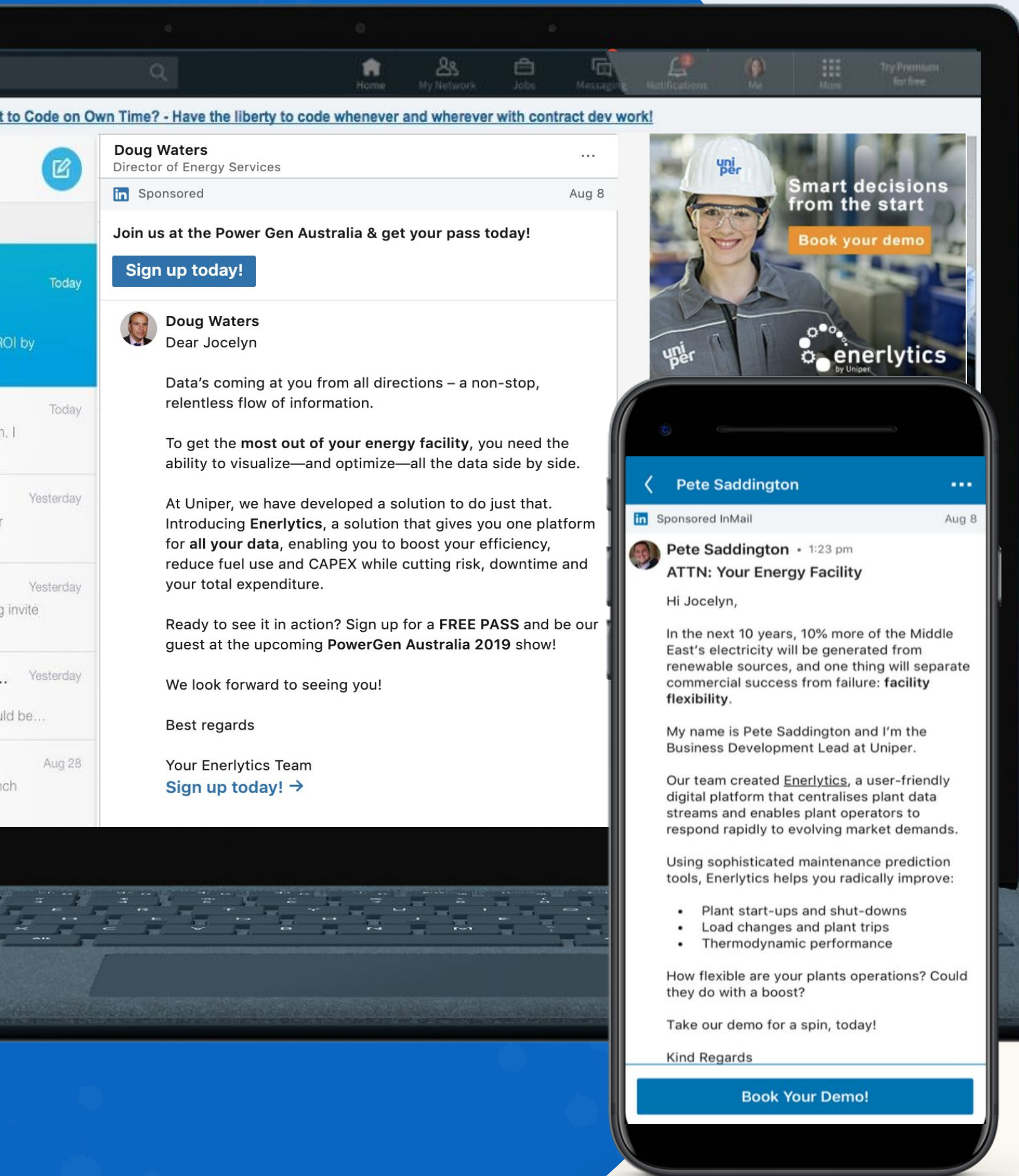
Use LinkedIn A/B testing methodology along with tailored copy and LinkedIn Insights to efficiently identify the most effective messaging and imagery to drive Uniper's diverse audiences to action.



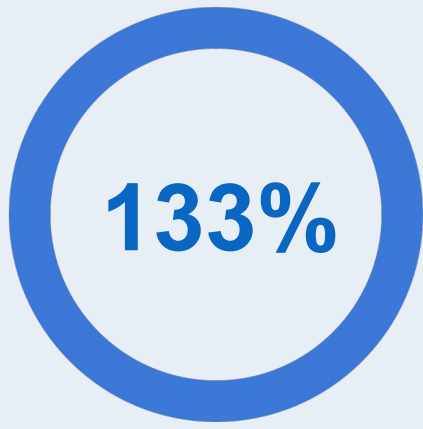
## Execution

STORY JUNGLE created personalized InMail assets to be sent directly from Uniper executives' profiles. The InMails were then localized for each geographic market and A/B tested to identify content that resonated most powerfully with specific audiences.

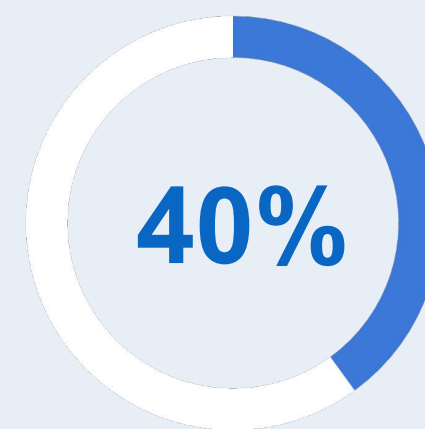




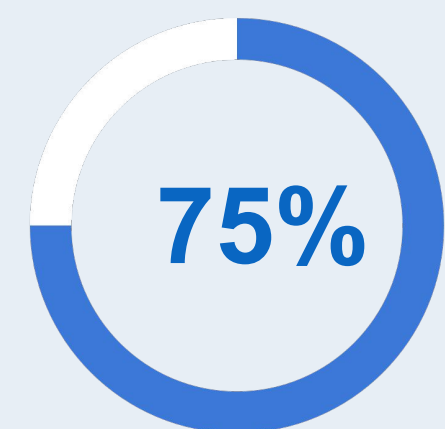
## Uniper InMail KPIs



Increase in **open rate** vs LinkedIn benchmarks



Increase in **CTR in ME region** vs LinkedIn benchmarks



decrease in **cost per lead** vs LinkedIn benchmarks



## InMail Campaign Summary



Applied targeted CTA, messaging and subject lines for each geographical region



**74%** average engagement rate during campaign