



## Digital Marketing Giant Leverages LinkedIn's Powerful Platform

Adobe is the global leader in digital marketing and digital media solutions with tools and services for businesses to make, manage, measure and monetise their content on channels and screens across the digital world.

By measuring billions of transactions on a granular scale every day, Adobe Marketing Cloud reveals to its customers how people are connecting with them via the web, mobile devices and social networks. Adobe's Director of Marketing, Paula Parkes, says, "These insights are the foundation for successful modern campaigns — real data that translates into real marketing results." Adobe carried out research together with the CMO Council and when Adobe wanted to deliver and promote their research findings to marketing leaders across Asia Pacific, they partnered with LinkedIn and leveraged their Digital Marketing Performance Dashboard.

### A Powerful Partner

Adobe pursues a variety of channels to disseminate information, including email, media and social, to promote and engage audiences with Adobe Marketing Cloud. Management at Adobe sought a measurable approach to connect with decision-makers and share thought leadership material. The LinkedIn campaign strategy for Adobe included Display Ads, InMail, Sponsored Content and Direct Sponsored Content. LinkedIn creates new

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**Paula Parkes**  
Director of Marketing  
Adobe

### Objectives

- Targeted content marketing delivery
- Measurable results with demonstrable ROI
- Enhanced and extended external campaign impact

### Solutions

- Sponsored InMail
- Sponsored Content
- Direct Sponsored Content
- Display Ads

### Why Use LinkedIn?

- Easily target decision-makers
- Leading content marketing platform
- Demonstrable ROI

### Results

- Increased response rate of 270% year-on-year
- Influenced \$2.6M pipeline and \$2M of marketing closed bookings
- InMail open rate reached 63% with up to 15% click-through rates

opportunities for Adobe to connect with the right people and Parkes says, "LinkedIn has given us the confidence to know that we can get valuable content into the hands of marketing leaders and decision-makers across Asia Pacific, the people that need it most to make the business case for digital investment in the digital era." The ability to complement Adobe's campaign channels has been an additional benefit, Parkes says, "LinkedIn amplifies the power of a media launch over an extended period of time."

*"We increased our LinkedIn campaign investment by 33% in 2014 which led to a 270% year-on-year increase in responses."*



**Paula Parkes**  
Director of Marketing  
Adobe

## Honing in on the Market and the Message

Reach and customisation were key aspects of the success of Adobe's campaign. The hyper-targeting feature enables the company to pinpoint and engage their target market. Parkes says, "LinkedIn gives us the ability to target by industry, function, geography and company size which allows us to reach the right audience." Adobe modifies its message depending on the recipient's role. Parkes explains, "Our messaging is targeted based on each audience type. Relevance is key. This is particularly true when using Sponsored Content." To Parkes, the digital world has ushered in an "era of experimentation" and Adobe trials a variety of messaging to maximise their audience engagement. Parkes says, "InMail permits us to test and change our content based on real-time results, allowing us to constantly optimise the content."

## Effective campaign optimization almost triples response rate

This is the second year that Adobe has partnered with LinkedIn to deliver their message to a specific target market. Following great results in 2013, Adobe have worked with LinkedIn to further enhance the penetration and effectiveness of their campaign, achieving even better results in 2014. Parkes explains, "This year we are working much more closely with the LinkedIn team to leverage their global experience and optimise our content as they guide us through best practices, examples and suggestions." Adobe increased their campaign spend by 33% between 2013 and 2014, leading to a 270% increase in responses. Parkes says, "The campaign influenced \$2.6M pipeline and \$2M of marketing closed bookings." InMail open rates reached as high as 63% with up to 15% click-through rate, creating a great source of leads for Adobe and with a much more affordable than expected cost per lead. Parkes says, "Year-on-year, you can see the significant increase in the number of people who have consumed our Asia Pacific research, which is an important part of our content strategy. Our audience reach has increased by more than 270%." She adds, "We have a heightened confidence and trust in using LinkedIn to complement our APAC marketing initiatives."



*Optimized Display Ads promoting Adobe's APAC Digital Marketing Performance Dashboard*

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