



NetBrain and LinkedIn: A No-Brainer for Conversion Tracking

“It had been very complex for us to track performance. LinkedIn conversion tracking makes it easy.”



Priyank Savla
Digital Marketing Manager
NetBrain Technologies Inc.

Attribution: The missing piece

A pre-IPO enterprise software company, NetBrain’s platform offers documentation and automation solutions for IT pros tasked with managing complicated networks. Riding a wave of exceptional growth, NetBrain’s marketing team faced significant pressure keeping pace with the company’s aggressive goals. Fortunately, its product addressed a real need, making marketing’s job handing leads to sales crucial to the health of the business.

But even with a suite of channels to drive demos, NetBrain’s marketing wasn’t able to truly show the value of its campaigns or use those insights to improve campaign performance. “By using LinkedIn to filter for job title, certification, and skills, we’ve been able to run LinkedIn Sponsored Content campaigns that zero in on the right potential prospects,” said Priyank Savla, NetBrain’s digital marketing manager. “But we weren’t able to measure campaign effectiveness or optimize campaign performance.”

Challenge

- Getting insight into which LinkedIn campaigns led to demos
- Meeting aggressive growth goals by optimizing campaign performance

Solution

- Conversion tracking with Sponsored Content

Results

- **94%** lead-to-demo ratio in the first week
- **85%** overall lead-to-demo ratio
- **2X** increase in CTR in the past three months

Connecting the dots

Despite being tasked with providing more accountability, the marketing team often pieced together data from various sources to get a clear picture of campaign performance and ROI. "I would have LinkedIn Campaign Manager open in one screen," said Savla, "Google Analytics in another, Salesforce in a third. It was not easy, to say the least."

NetBrain implemented LinkedIn conversion tracking by simply inserting a small snippet of code—the LinkedIn Insight tag—into its website. Conversion tracking provided clear insights into the performance of its LinkedIn Sponsored Content campaigns and greatly simplified campaign optimization. Instead of grabbing a calculator and reconciling across multiple sources, NetBrain marketing can now access comprehensive conversion reporting in Campaign Manager.

"Before LinkedIn conversion tracking, we would have used URL parameters for each ad group," said Savla, "then create Salesforce reports to see performance, then meet with Sales Ops to create CRM fields. And there's a good chance we could generate a lead that already existed in our system. So that conversion wouldn't get counted." Conversion tracking not only simplified performance tracking and attribution, it gave NetBrain a way to zero in on the best-performing campaigns. In this way, Savla could see that even though some campaigns generated a low click-through rate (CTR), the conversions they generated were worth continued campaign investment.

Turning insights into action

Given its highly appealing product, the goal of NetBrain's LinkedIn Sponsored Content campaigns has been to drive demos. "If we can get the right person to see our demo, then we usually make a sale," said Savla. Today, NetBrain's marketing is doing just that, pairing LinkedIn's powerful targeting options to drive an incredible 94% lead-to-demo ratio in the first week (85% overall) while seeing a 2X increase in CTR over a three-month period.

With conversion tracking, NetBrain now has a more holistic view into the performance and impact of its LinkedIn campaigns—and can fine-tune for even better results.

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