



Tracking conversions ensures Cornerstone OnDemand content fulfills its potential

The talent management solutions provider used Sponsored Content and conversion tracking to drive engagement throughout the funnel and cut cost per lead (CPL)

Cornerstone OnDemand's cloud-based talent management solutions provide organisations with software to manage the full lifecycle of their employees. They cover recruiting, onboarding, training and development, performance management and succession planning. Combining Sponsored Content and conversion tracking enabled Cornerstone's EMEA marketing team to build brand awareness whilst driving leads at a cost less than half that of search.



The Challenge:

- Build brand awareness for Cornerstone amongst HR professionals in EMEA
- Drive engagement
- Convert clicks to leads whilst lowering cost per lead

The Solution:

- Sponsored Content tailored to different industries and markets
- Downloadable eBook assets to capture leads
- Conversion tracking to optimise campaigns around executions with the strongest conversion rate to leads

Why LinkedIn?

- Ideal communication platform for HR professionals
- Targeting capabilities enabling content tailored by job function, marketing and sector
- World's largest professional content platform - and a natural environment for thought leadership
- Conversion tracking to ensure clicks translate into leads effectively

Results:

- Click-through rate of 0.75% beating campaign objectives
- Engagement rate of over 1%
- All CPL targets achieved, with a cost less than half that of search

Combining brand awareness with lead generation

"LinkedIn is by far the most relevant communications opportunity for our business," says Bhanu Chawla, Head of Digital Strategy for Cornerstone in EMEA. "We needed a platform where we could build awareness for our brand and proposition whilst driving leads at the same time."

Bhanu and his team developed a content-led approach that could leverage LinkedIn's capacity for precision targeting and give prospects working in HR clear reasons for sharing their contact details with Cornerstone. Research studies were used to create eBook assets that could be downloaded in exchange for contact details. The team then tailored the Sponsored Content promoting these assets to the top priorities of different industries and markets. "The granularity is the powerful thing," says Bhanu. "We can target not only by job title but also by market location and industry vertical - and this helped to drive a really strong engagement rate."



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Tracking conversions to drive down cost per lead

Cornerstone's EMEA marketing team then used LinkedIn conversion tracking to monitor how that engagement translated into completed form fills, downloaded eBooks - and leads. By identifying the Sponsored Content executions that delivered the highest ratio of leads, Bhanu and the team were able to optimise their campaigns not just around more clicks - but around more valuable clicks. "We often found that some of our more creative Sponsored Content executions - those using illustrated images, for example - drove leads at a higher rate," explains Bhanu. "We were then able to switch more budget to those executions and drive down our cost per lead (CPL)."

This approach enabled Cornerstone to beat all campaign targets in terms of engagement rates, number of leads and CPL, with an engagement rate of over 1% and a CPL less than half that of search advertising.



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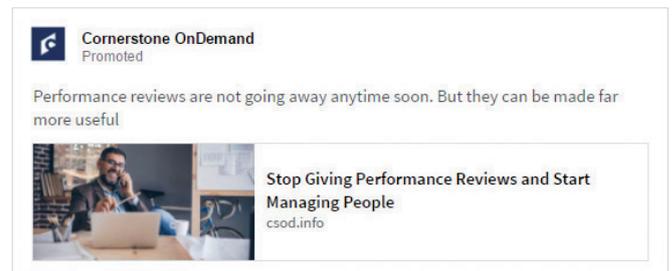
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"We will continue to use LinkedIn for both lead generation and brand awareness - and we're keen to keep trying new things on the platform as well. It's where our target audience is, and where targeting them delivers the most efficient results."



Bhanu Chawla
Head of Digital Strategy, EMEA
Cornerstone OnDemand