

Connect Your
Brand to Demand

Jabra Tunes Into Quality Audiences on LinkedIn

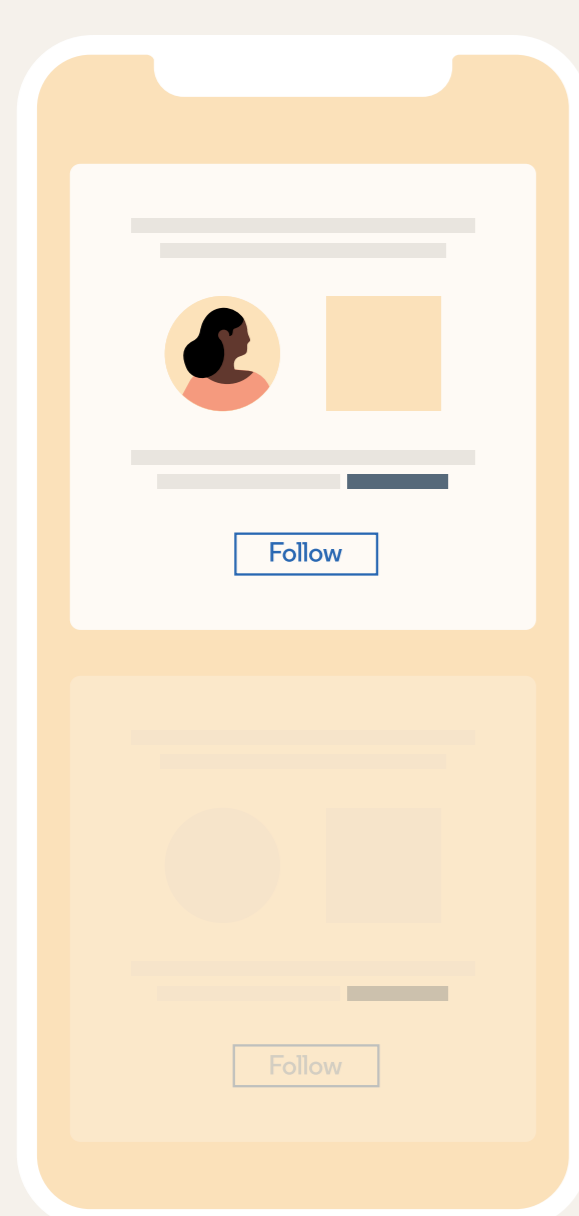
Challenge

With remote work on the rise, Jabra needed to build a **B2B pipeline of companies** searching for the equipment for their shift to a digital and distributed workforce.

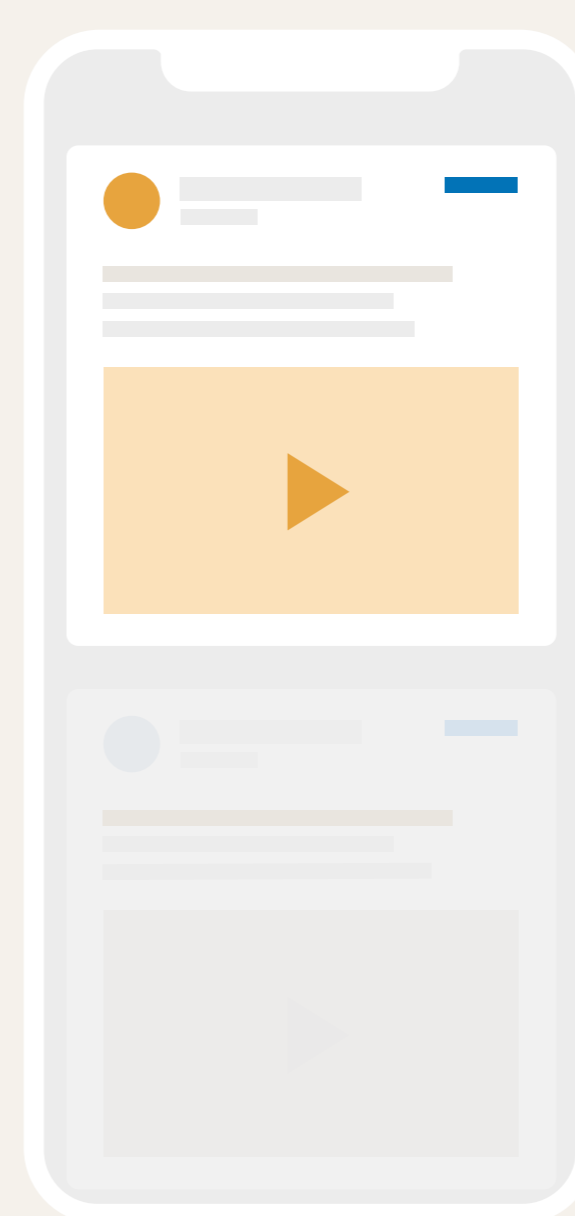


Solution

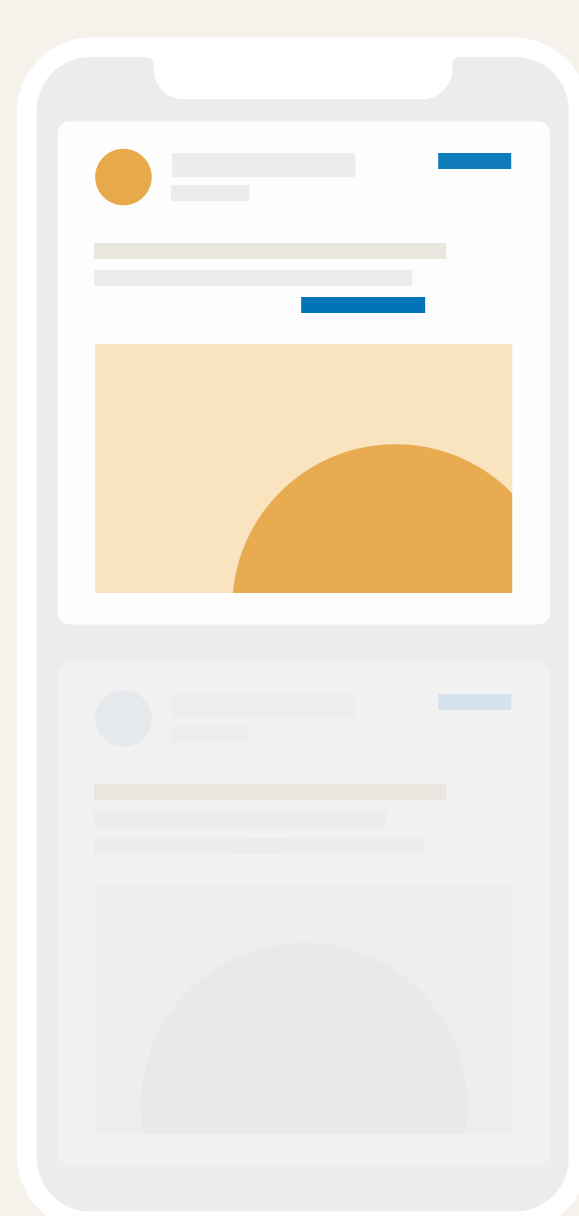
Turning to LinkedIn for lead generation, Jabra leveraged:



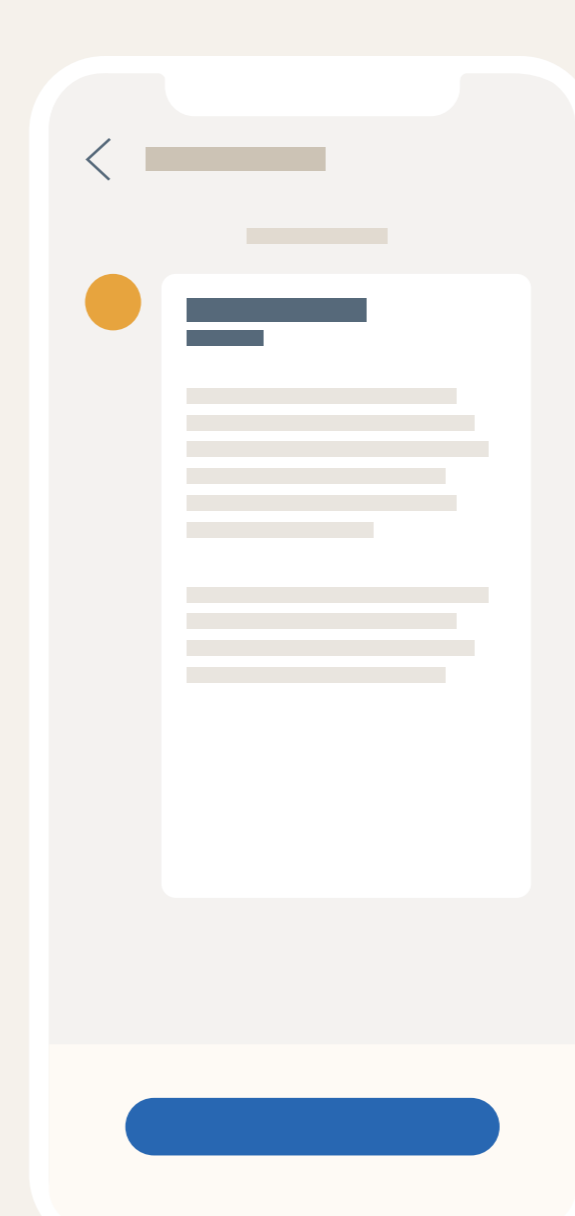
LinkedIn's retargeting and Company Targeting to reach key accounts while segmenting based on website activity, job functions, and member interests



Video Ads to tell a visual story of how Jabra's technology is powering the shift to a digital workforce



Single Image Ads + Lead Gen Form to advance audience down the funnel



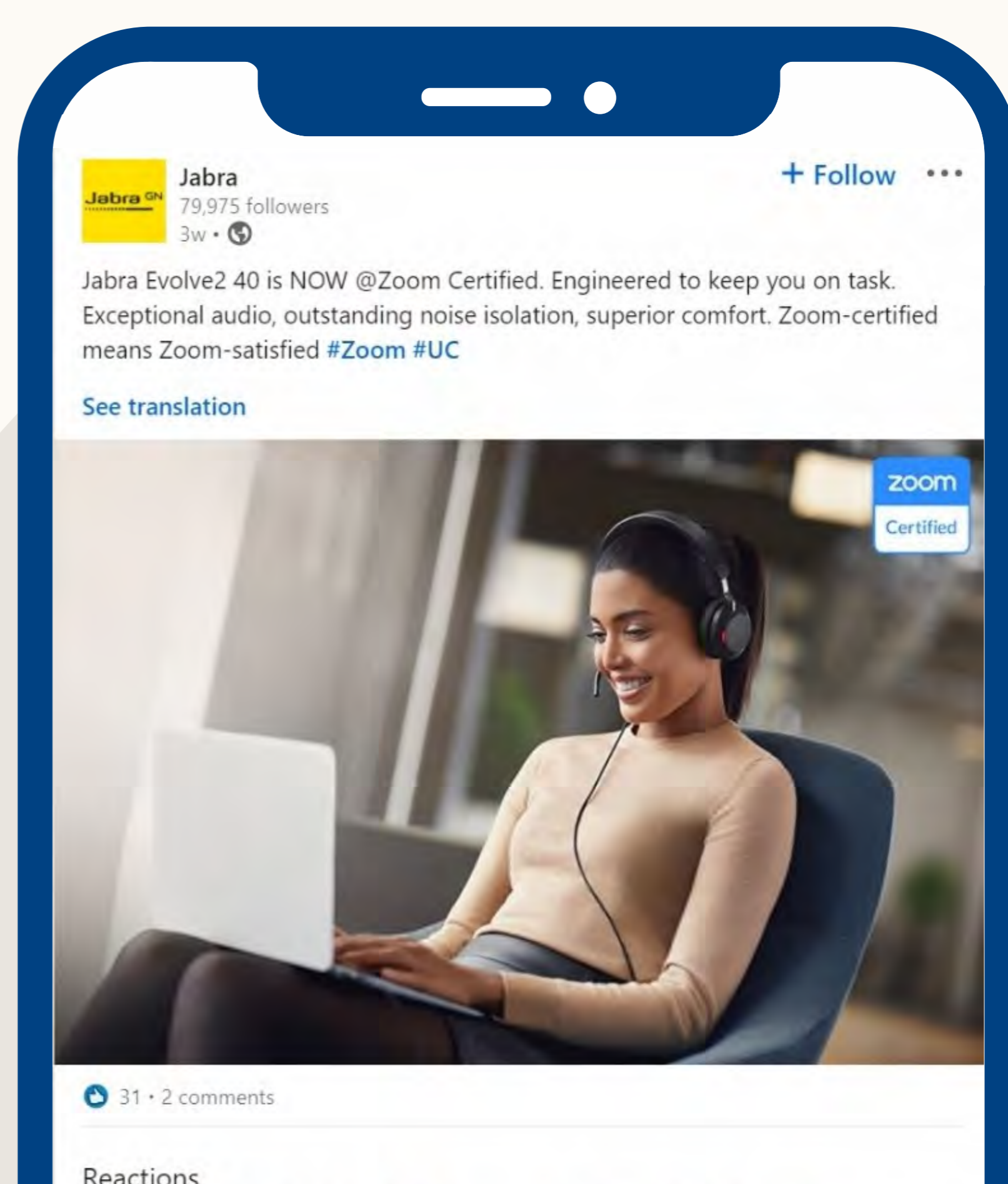
Sponsored Content and Message Ads to target IT decision-makers at 100+ top global accounts



"We run 300-400 campaigns on LinkedIn each year. There's simply no way to hit an audience so precisely anywhere else."



Morten Friberg Jensen
Senior Marketing Manager at Jabra



"We tested retargeting by Lead Gen Forms against our normal targeting tactics and found the **CTR to be 2-3 times higher**. Leads generated from retargeting have a higher qualification rate from MQL to SQL."

Morten Friberg Jensen
Senior Marketing Manager at Jabra

Results

By retargeting prospective buyers based on those that opened a Lead Gen Form but didn't submit, Jabra **beat its benchmarks** for engagement while **increasing conversion rates**.



Connect your brand to demand

Drive meaningful engagement with business-minded buyers on LinkedIn.

[Learn more](#)

