



# Adobe raises brand awareness and captures the attention of hard-to-reach marketers with LinkedIn Sponsored Content

As a global leader in digital marketing and digital media solutions, Adobe’s tools and services allow customers to create groundbreaking digital content, deploy it across media and devices, and measure and optimize it over time. Using LinkedIn’s Sponsored Content, Adobe shared relevant updates in the LinkedIn feed targeted at marketing executives, significantly increasing their awareness for Adobe’s digital marketing solutions.

## Challenge

Adobe wanted to further establish itself as a leader in digital marketing and raise awareness for its digital marketing solutions. To do this, Adobe needed a relevant channel to share thought leadership content and expertise with its target audience—marketing decision-makers.

## Solution

LinkedIn’s publishing platform was the ideal channel for Adobe to reach an engaged, professional audience. Adobe used Sponsored Content to share valuable thought leadership updates on digital strategy with their target—content expressly designed to help marketers achieve greater success.

The campaign included:

- Sponsored Content in the LinkedIn feed targeting U.S. marketing decision-makers
- Links to relevant thought leadership content, including infographics on marketing trends based on Adobe-commissioned research, tips and insights for marketers, and humorous videos promoting the Adobe Marketing Cloud
- Instant performance feedback data based on engagement and views for individual pieces of content on LinkedIn


## Results

Sponsored Content proved to be an effective way to shape marketers’ perceptions of Adobe in the digital marketing field. After exposure to Adobe’s Sponsored Content, marketing decision-makers were:

- **50%** more likely to agree that “Adobe is shaping the future of digital marketing”
- **2.5x** more likely to agree that Adobe’s Sponsored Content “captured their attention”
- **79%** more likely to agree that “Adobe can help me optimize my media spend”


## Campaign Screenshots

Adobe used Sponsored Content to showcase relevant articles and compelling insights, reinforcing its presence as a leader in digital marketing.




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Let's kill the jargon. Mashable's 30 Days of Buzzwords series, presented by Adobe, reviews the most infamous terms in digital and social media marketing: <http://on.mash.to/15HLvWr>




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Companies that invest more than 25% of their marketing budget on optimization are twice as likely to see higher conversion rates. Find more insights in our 2013 Digital Marketing Optimization Survey: <http://adobe.ly/YTyN4t>



How customers reacted to targeting or personalization efforts.

Reaction	Percentage
Very positive	15%
Somewhat positive	42%
No opinion	39%
Somewhat negative	3%
Very negative	0%

Respondents: 1858

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*“With Sponsored Content, we were able to reach a key target audience—marketing decision-makers. Sponsored Content enabled us to reach the right audience on the right channel, ultimately helping to move the needle on a primary objective—to inform and educate marketers that Adobe is an industry leader in providing digital marketing solutions.”*

**Maria Poveromo**

Senior Director, PR, AR, and Social Media  
Adobe

Methodology: Results are based on online web interviews conducted among LinkedIn members within the marketing function, including a segment of marketing decision-makers. Differences were tested at a 90 percent confidence level between members not exposed to Sponsored Content (315 people) and those exposed to Sponsored Content (314 people).

Visit [Inkd.in/SponsoredContent](http://Inkd.in/SponsoredContent) to discover how LinkedIn Sponsored Content can drive results for your business.