



# HubSpot drives high-quality leads with Sponsored Content in the LinkedIn feed

In the search for quality leads, HubSpot, a pioneer of inbound marketing, used LinkedIn Sponsored Content to reach marketing professionals with timely, relevant content in the LinkedIn feed. As a result, LinkedIn drove more qualified leads than any other paid lead generation platform during the campaign period.

## Challenge

HubSpot wanted to engage marketing professionals in small- to medium-sized businesses by targeting them with industry-leading ebooks, webinars, and how-to guides, with the ultimate goal of generating traffic and leads.

## Solution

LinkedIn provided the right professional context for HubSpot to connect and build relationships with marketers. Sponsored Content allowed their relevant content to appear alongside organic content in members' LinkedIn feeds -- delivering highly visible messages to specific audiences across desktop, mobile, and tablet devices.

As part of their Sponsored Content campaign, HubSpot:

- Expanded their targeted reach among the most relevant audiences for each piece of content
- Promoted their top-performing offers in a professional context
- Strengthened its lead generation program and captured contact information
- Gained instant feedback on which content drove the most engagement

## Results

LinkedIn Sponsored Content has been one of the most successful lead generation campaigns for HubSpot, as the quality of leads is much higher than other paid media platforms.

- **400%** more leads within their target audience than lead generation efforts on other platforms
- **One of the largest** paid lead generators during the campaign

## Campaign Screenshots

HubSpot used Sponsored Content to drive qualified, targeted leads by promoting their best offers and content to marketing professionals alongside organic content on LinkedIn.




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*“LinkedIn’s Sponsored Content is the perfect marriage between its professional audience and our content-based approach to advertising. The tool helps surface relevant content for quality prospects in our target business-to-business market, effectively merging our inbound strategy with cost-effective lead generation.”*

**Kipp Bodnar**  
CMO  
HubSpot

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