



FireEye Improves Conversions, Drives Dramatic Decrease in Cost Per Lead with LinkedIn Conversion Tracking



Craig Chappell
Global Director of
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“We saw tremendous improvements this quarter. The quality of traffic from LinkedIn proved to be much higher than other social platforms, and as a result we are seeing our lead generation efforts producing significant ROI.”

Generating Quality Leads While Optimizing Cost

As a global leader in intelligence-led security-as-a-service, FireEye’s lead generation efforts are robust. Spanning the entire digital realm—from display advertising to email to both organic search and paid social media—FireEye focuses on driving maximum quality leads to their sales team.

However, despite the depth and breadth of their efforts, FireEye were determined to improve the cost per lead to reach and engage their target audience while increasing conversions. Adding to this challenge, FireEye sought a \$75-or-less cost per lead (CPL) threshold as part of their campaign objectives.

Partnering for Success

To create a winning lead generation campaign targeting technology decision makers, while optimizing CPL, FireEye used LinkedIn Sponsored Content and Conversion Tracking to reach IT executives. By leveraging these products in tandem with in-house ad targeting, FireEye was able to drastically improve conversion rates and CPL results.

Challenges

- Improve conversions
- Optimize cost per lead

Solution

- Define target audience parameters
- Deploy LinkedIn Conversion Tracking
- Optimize CPL through better ad spend pacing

Results

- 17% conversion rate
- \$52 CPL (beating all past YoY benchmarks)
- Significant CTR increase

Right Person, Right Content, Right Time

Using data from previous business quarters, FireEye worked with LinkedIn to reach specialized IT security audiences by targeting enterprise-level managers across specific regions.

For holistic measurement, and to reach critical mass, FireEye set up LinkedIn Conversion Tracking and beta tested conversion point pixels with capture view-through data—a metric FireEye was unable to obtain before. Furthermore, AdStage, a LinkedIn API partner and effective campaign management platform, helped increase pacing at the most critical times. By reporting on first-party rather than third-party data while working with AdStage, FireEye's strengthened metrics were more quickly optimized to gain greater return on ad spend.

Results

By combining LinkedIn products, FireEye's results exceeded expectations.

- \$52 Average Cost Per Lead (CPL) beating FireEye's previous YoY benchmarks
- 0.86% Click-Through Rates (CTR), well above LinkedIn's 0.3% benchmark
- 17% Average Conversion Rate
- Sponsored Content topped performance within respective LinkedIn audiences

“Heading into the new quarter, we focused on the need to engage with technology decision makers whilst improving our conversions and ROI. LinkedIn was instrumental in achieving our goals. In partnership with our agency, Just Media Inc., we were able to prove that LinkedIn is a valuable tactic in our lead generation.”

Taking Full Advantage of a LinkedIn Partnership

Buoyed by their success so far, FireEye has mapped out next steps, including:

- Targeting expansion to other IT security member groups and job titles in 2017
- Activating a new retargeting campaign on LinkedIn
- Refining copy and creative tailored to the IT executive based on campaign learnings
- Continuing to utilize LinkedIn's Conversion Tracking and the account management team to obtain the most of what LinkedIn has to offer

“While LinkedIn has a longer buying time than other platforms, it is by far the best way to reach the more qualified buyer. With its B2B targeting capabilities, conversion tracking tool, and insightful account management team, LinkedIn acts more like an extension of our team. Not only were the tools LinkedIn offered critical to a successful campaign, but LinkedIn and their partners played a pivotal role in strengthening FireEye's presence. They went out of their way to understand the needs of our entire campaign, collaborate, and offer a customized experience, aligning our KPIs to the appropriate products.”



Sean Brennan,
Paid Social Campaign Manager,
Just Media

About FireEye

FireEye is a leader in intelligence-led security-as-a-service. Working as a seamless, scalable extension of customer security operations, FireEye offers a single platform that blends innovative security technologies, nation-state grade threat intelligence, and world-renowned Mandiant® consulting. For more information, visit [FireEye's LinkedIn Company Page](#).

About Just Media

Just Media is an innovative media and marketing services agency headquartered in Emeryville, CA with an additional office in Austin, TX and a presence in Asia Pacific. Having over 20 years of experience in the industry with capabilities ranging from media, social, search, content marketing to programmatic, Just Media measures every impression to the letter and digs deep to uncover the true value of every dollar companies invest. For more information, visit [Just Media's LinkedIn Company Page](#).

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