



Highfive Dramatically Impacts Lead Conversion and Cross-Channel Lift



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“LinkedIn is one of our most important channels. There is a direct correlation between organic search, lift across native channels, and LinkedIn conversions.”

A Partner That Delivers Quality Leads

Highfive makes meetings awesome with insanely simple video conferencing built for your meeting rooms. With a combination of lightweight hardware and intuitive cloud software, Highfive delivers high-quality collaboration and video conferencing to enterprise companies across the United States and Canada.

When looking for a digital marketing solution, Highfive needed new strategies to break through an extremely competitive market and reach very specific audiences who aren't actively looking for a new video conferencing provider. After discussing their options, they partnered with LinkedIn Marketing Solutions to leverage Sponsored Content, targeting business professionals focused on IT purchasing.

Challenges

- Optimize and expand scale of ad performance
- Convert CTR into quality leads
- Refresh creative strategy

Solution

- Employ creative and interactive approach to advertising
- Prioritize top-of-funnel activity
- Define target audience parameters
- Boost brand awareness

Results

- 131% increase in CTR
- Significant boost in conversion rates
- Significant impact (2:1 ratio) on direct, organic search, and branded paid search leads from directly attributable LinkedIn Sponsored Content leads
- 10x lift in organic impressions on LinkedIn vs. other social media outlets

Targeting the Right Content to the Right Person - at the Right Time

It was obvious to Highfive that they needed to take advantage of LinkedIn's comprehensive targeting opportunities in order to reach the large organization, IT decision-maker audience. Collaborating with LinkedIn's account team, Highfive chose to activate multiple content campaigns targeting an array of functions including IT, C-suite, and operations. They also tested various job functions and company sizes while optimizing targeting parameters.

The goal of each campaign was to proactively reach new contacts, explain the benefits of Highfive's software and drive them to convert and sign up for a free trial. Highfive knew that simple setup was the key to a successful campaign, but, while A/B testing for maximum effectiveness, Highfive's decision to use bold and controversial creative fueled additional engagement.

Business Impact That Exceeds Expectations

Initially focusing on top-of-funnel content with social advertising and LinkedIn Sponsored Content, Highfive saw noteworthy success at the bottom of their purchase funnel. This drove prospective customers to sign up for free trials, and the amount of converted prospects became crucial to their success.

The impact Highfive saw on LinkedIn far exceeded results they had achieved on other outlets prior. Since kicking off advertising success with LinkedIn Marketing Solutions, Highfive is also seeing:

- Increased leads directly attributable to sponsored content
- Increased LinkedIn-attributable leads from direct and organic search traffic
- Increased organic followers on Highfive's company page

LinkedIn has become Highfive's farthest-reaching organic social channel, receiving 10X the number of organic impressions vs. other social media outlets they've implemented.

Highfive continues to receive two organic search leads for every one incremental LinkedIn lead, and the engagement they receive on their ads drives additional brand awareness through comments, shares and likes.

"LinkedIn has had an incredible impact on our organic search and direct leads. We saw that, on average, Highfive gets approximately two organic leads for every incremental LinkedIn lead."

Clayton Pritchard, Growth Marketing Manager, Highfive

Taking Full Advantage of a LinkedIn Partnership

Now that Highfive's brand is receiving recognition, they've become a competing player in their vast market. To build off this momentum, Highfive extended their partnership with LinkedIn Marketing Solutions to further optimize their creative ad strategy and focus on even stronger engagement.

With a steady volume of impressions and conversions, Highfive will continue using LinkedIn as their primary channel to:

- Test new messaging
- Run a series of messaging A/B tests
- Create fresh, impactful, creative ads

About Highfive

Highfive makes meetings awesome with insanely simple video conferencing built for your meeting rooms. Highfive is the easiest-to-use solution, with all-in-one hardware and intuitive cloud software that deliver high-quality collaboration and video conferencing. At a fraction of the cost of traditional systems, you can put Highfive in every room, not just the boardroom. Highfive is based in Redwood City, California and backed by General Catalyst, Lightspeed Ventures, Andreessen Horowitz and Google Ventures. For more information, visit [Highfive's LinkedIn Company Page](#).

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