



Dynamic Ad campaign delivers higher quality leads at a lower cost

“Our LinkedIn campaigns succeed because we’re connecting with a professional audience with a business mindset. And since Dynamic Ads are customized and personalized, they’re even more likely to gain attention, raise brand awareness, and drive conversions.”



Andrew Spoeth
Head of Social Media Marketing
CA Technologies

Finding leads that convert

To drive leads for its enterprise software solutions, CA Technologies developed relevant, downloadable content targeted to high-level IT decision-makers. The challenge was getting these high-quality leads to convert from clicks.

“Whitepaper downloads help us capture leads for CA Technologies—but for these leads to be effective, we needed to encourage not just click-throughs to our landing page, but conversions,” says Andrew Spoeth, head of social media marketing for CA Technologies.

“We were getting clicks on other social channels, but people were not moving through to convert,” Spoeth says. “We didn’t have much flexibility to change our landing page—so we needed to find another way to attract the right leads.”

Challenge

- Generate high-quality leads among technology decision-makers
- Boost conversion rates

Solution

- Drive content downloads using Dynamic Ads personalized with LinkedIn member profile pictures

Results

- **11.3%** conversion rate
- **68%** lower CPL than other social channels during this campaign

A unique ad solution

CA used LinkedIn Dynamic Ads that combine members' profile images with a brand's name and message. "The native ads are visually appealing and eye-catching, since they include a profile picture—they also allow us to include more ad copy, which helps us better promote our content," said Spoeth.



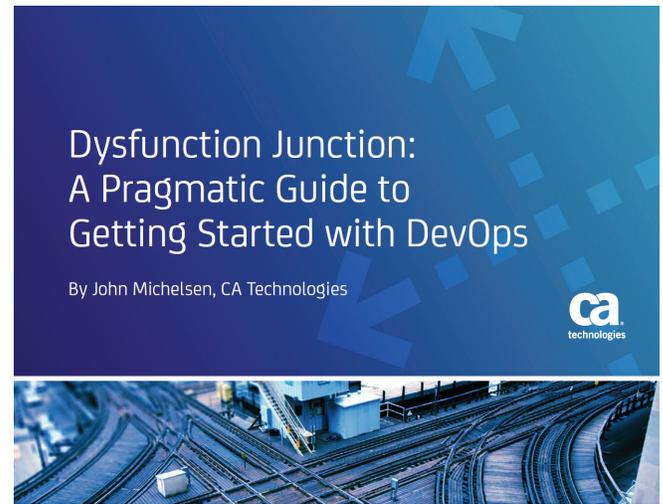
The screenshot shows a LinkedIn Dynamic Ad. At the top, the headline reads "Are You Utilizing DevOps? Unify Software Development with Production & Operations." Below the headline, there is a profile picture of a woman on the left, labeled "You", and the DevOps Fusion logo on the right, labeled "DevOps Fusion". Two green arrows point between the profile picture and the logo. Below this, the text says "Review the Guide to Get Started with DevOps from CA Technologies Now!" and a blue button with the text "Download here" is positioned at the bottom.

CA Technologies increased conversions and content downloads using Dynamic Ads personalized with a LinkedIn member's profile image.

Driving results that matter

Demonstrating the importance of tracking ad results beyond the click, the CA Dynamic Ads campaign generated a whopping 11.3 percent conversion rate at a cost per lead that was 68 percent less than other social channels.

"Quality leads bring us better conversions for our social campaigns—and LinkedIn's targeting capabilities ensure that our ads get seen by the audiences most receptive to our message," says Spoeth. "In fact, we've shifted marketing budget away from other social channels to LinkedIn because of these exceptional results."



The image shows the cover of a white paper titled "Dysfunction Junction: A Pragmatic Guide to Getting Started with DevOps" by John Michelsen, CA Technologies. The cover features a blue background with a pattern of white squares and arrows. The CA Technologies logo is in the bottom right corner. Below the title, there is a photograph of a complex railway or transit system.

CA used LinkedIn Dynamic Ads to drive members to relevant and informative content, including this popular DevOps white paper.

Visit marketing.linkedin.com to learn how other marketers have successfully met their marketing objectives.