



LOCATION
Vélizy-Villacoublay, France

NO. OF EMPLOYEES
10,000+

INDUSTRY
Computer Software

Dassault Systèmes Boosts Conversion Rates with LinkedIn Carousel Ads

Challenges

Selling the 3DEXPERIENCE platform in the B2B space across many different geographical territories, Dassault Systèmes markets to highly targeted audiences and was struggling to generate the right types of leads on some social media networks.

“LinkedIn gives us the certainty that we're reaching the B2B audience that we'd like to reach, whereas with other platforms, targeting tended to be a lot more broad-based, interest-based, and didn't necessarily guarantee that we're reaching the right people.”

Harold Christensen
Digital Marketing Consultant, Labelium*

Solution

“The targeting criteria available on LinkedIn and the highly qualified user base were the main reasons we chose the platform,” said Harold Christensen of Dassault’s agency, Labelium.

To connect with this defined professional audience, the company took part in a beta for the new carousel ads format on LinkedIn. This approach fit well with their lead gen campaign, which featured different chapters from an eBook, divided up based on topical focuses. The carousel allowed users to browse and choose the portion of the report that appealed most, with those insights helping inform Dassault’s efforts.



Manufacturing is Human



Manufacturing is Smart



Manufacturing is Value



Manufacturing is Creative

Results

The primary goal for Dassault Systèmes with this campaign was to generate leads, so conversions were the central metric of emphasis. In this regard, the business achieved excellent results using carousel ads on LinkedIn. Dassault Systèmes saw increases of 40% to 100% in certain key territories compared to benchmarks with classic static ads.

40% to 100%

Increase in Conversion Rate in Certain Key Territories