



Percolate generates quality leads by delivering targeted content, using LinkedIn Sponsored Updates

“LinkedIn is one of our most valuable channels for qualified leads. We can access the broadest possible community of professionals, and target them with precision – something we can’t do on other social platforms.”



Chris Bolman
Director of Growth
Percolate

Reaching different audiences with relevant content

As a central operating system for managing marketing and advertising, Percolate’s software is used by a wide swath of professionals – everyone from marketing and digital professionals to legal, PR teams and agencies. That adds complexity to Percolate’s sales cycle, says Chris Bolman, Percolate’s Director of Growth. “There are many stakeholders in every client relationship, and we have to tailor messaging to multiple buyer types,” Bolman says. “They all benefit in different ways from our capabilities. Ideally we’d like to personalize messaging and content to all of these different buyer types, whether they’re mid-level, senior decision makers, or on the IT side.”

Challenge

- Tailor messages to different audiences
- Drive engagement with thought leadership
- Attract quality leads

Solution

- Sponsored Updates
- Precise targeting by audience
- Testing and refining updates to continually improve results

Results

- LinkedIn is Percolate’s top generator of leads from downloaded content
- Percolate’s average clickthrough rate is more than **91%** above LinkedIn benchmarks (top-performing campaigns exceed LinkedIn’s benchmarks by more than **4.5X**)
- Average engagement rate is more than **30%** above LinkedIn benchmarks
- More than **3X** increase in Company Page followers

Testing and refining content

"Content is an important aspect of our marketing - we [blog](#), offer webinars, and develop original research," Bolman says. "Sponsored Updates were a natural fit." Not only can Percolate's marketers share resources that educate and inform prospective customers, they can carefully target the updates to reach precise audiences with personalized creative from Percolate. For example, a report on "Defining the Modern CMO" won clear interest from marketing executives, while a report on "The 50 Most Important Marketing Charts of 2014" had broad appeal across Percolate's target audiences.

"LinkedIn gives us the broadest and deepest inventory of professional prospects, and then we can target the audiences we need with very narrow precision," Bolman says. "These are not capabilities we can find on other social platforms."

By testing and refining updates over time, Percolate steadily improves engagement to reach more of its target audience over the course of a campaign. "We learn from every piece of creative we develop," Bolman says. "We gain intelligence about our prospects that we're able to feed back into the campaign and our editorial process to improve our future results."

For example, Percolate created an update to promote a report called "The Marketing Clock - Percolate's Framework for Effective Marketing." When it didn't drive as much engagement as expected, the Percolate team rebranded the report with the title, "How to Design a Marketing Workflow That Wins Customers." Says Bolman, "The second time we posted it and changed the creative, we got thousands of downloads and increased lead generation on the report by 500%."

Quality leads from Sponsored Updates campaigns

LinkedIn is now Percolate's top generator of leads from downloaded content. The Sponsored Updates campaign showed an average clickthrough rate 91% above LinkedIn benchmarks, along with an average engagement rate more than 30% above LinkedIn benchmarks. In addition, Percolate tripled the amount of its LinkedIn Company Page followers.

"LinkedIn has played a big part in our ability to bring in leads," Bolman says. "It's a very valuable channel for us."

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