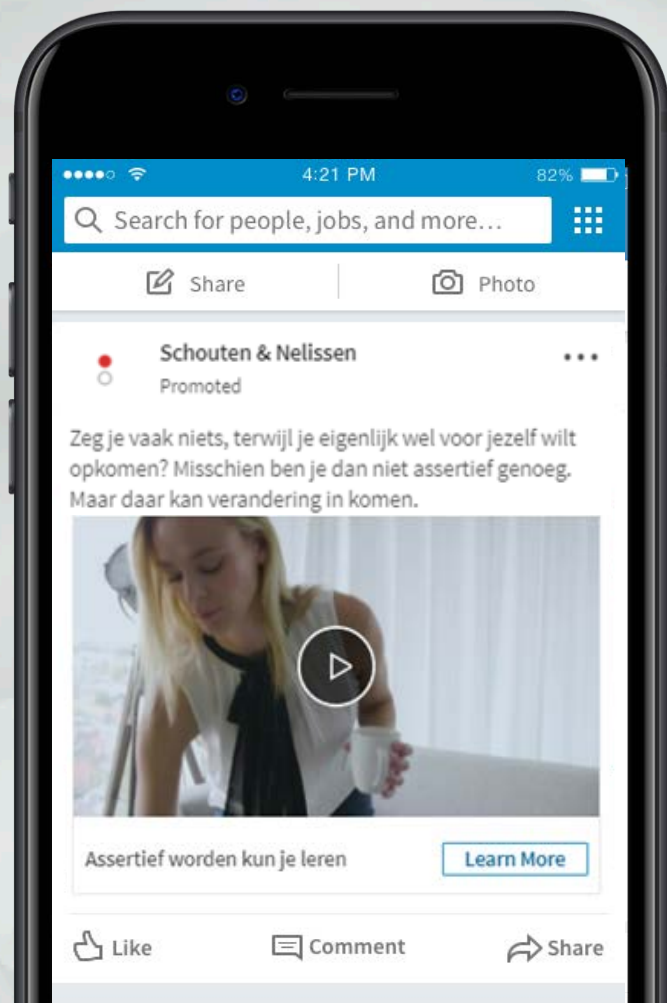


“ [LinkedIn's video ads](#) proved to be an effective way to trigger and engage highly relevant professional audiences.

Eva van den Born
Senior Online Marketer at Schouten & Nelissen



Schouten & Nelissen is the European market leader and global partner in educational services for professionals, teams and organisations. For individuals and teams, they offer soft skills development in coaching, team performance and leadership. As a trusted HRD partner, they support organisations to achieve their learning and development objectives.

OBJECTIVES:

- Increase brand and product awareness
- Reach and engage a niche audience
- Drive traffic to the corporate website

SOLUTION:

Schouten & Nelissen wanted to deliver relevant content at the right moments in the customer journey. They created videos that focused on the needs of prospects rather than promoting their own products and services.

LinkedIn's precise targeting and video ads were used to reach professional audiences and increase traffic to their campaign landing page.

RESULTS:

35%

Average completion rate

€ 0,03

Average CPV

2x

Higher CTR than campaign objectives