

THE LINKEDIN IMPACT

- ▶ 30% Lower Cost of Acquisition
- ▶ 40% of New Member Sign-Ups



Beroe Inc. leverages LinkedIn to launch the world’s first on-demand procurement intelligence platform

Beroe Inc. launches new online platform

As a pioneer in procurement intelligence and advisory, Beroe Inc. provides market intelligence to over 250 companies globally, including 100+ of the Fortune 500. In order to enable every sourcing decision in the world, Beroe Inc. recently launched the world’s first on-demand procurement intelligence platform Beroe LiVE. The platform caters to a growing community of procurement professionals by providing its members free access to market information across 260+ categories and serving as a procurement-only community for them to interact with their peers.

With this platform launch, Beroe Inc. introduced a product layer to its otherwise pure-play Services portfolio. This warranted a strategic approach that filtered tailored content to focus groups to drive sign-ups for Beroe LiVE.



Why LinkedIn?

- ▶ **Advanced targeting & filtering capabilities** – enabling reach to relevant DMs by region/job-function and designation
- ▶ **Full Funnel Solutions** - Ability to deliver and measure impact at each step of the marketing funnel
- ▶ Access to **key audiences** in a trusted professional mindset

The Challenge

- ▶ Establish Beroe LiVE as the world’s largest procurement-only community.
- ▶ Create awareness, interest and engagement around Beroe’s procurement solutions.
- ▶ Drive sign-ups for the Beroe LiVE platform from their target accounts across the globe.

The Solution

- ▶ Leverage different types of content assets – blogs, special reports, and infographics tailored to different phases of the buyer journey.
- ▶ Precision targeting to key procurement decision makers in target accounts/markets.
- ▶ Platform insights and benchmarking on content performance basis industry peers.

Results

- ▶ LinkedIn contributed **53% of New Logo Acquisition**; and **40% of New Member Sign-Ups**.
- ▶ **Cost of Acquisition** from LinkedIn was **30% lower** compared to other Marketing Platforms.
- ▶ **Quality** - Signups from LinkedIn had a **15% Higher Approval Rate** compared to other platforms..

Tailored content and precision targeting for higher engagement

Beroe began to leverage the power of LinkedIn professional network by posting content pieces that were highly relevant for Procurement Managers across the globe. As a result, over the next few months, Beroe was able to realise the objective of maximizing new member and logo sign-ups for Beroe LiVE. LinkedIn's precision targeting helped Beroe to effectively connect with their primary target audience across a wide array of spend categories.

Beroe's target audience were categorised on the basis of location and designation, from Managers to Directors and above — and served with focused messaging. The overall gameplan led to an influential registration-to-approval rate (75% as opposed to 65% from other initiatives) with a competitive CPA.

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Shamrez Zack
Global Head, Digital Marketing
Beroe Inc.

"LinkedIn account team's timely creative and content nudges ensured that the impact of our campaigns extended beyond digital metrics. LinkedIn played a critical role in Beroe LiVE's success story by contributing heavily towards the platform growth."

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