



CISCO connects to needs-driven nurturing with Conversation Ads

Asking data centre buyers about their priorities helped the world's leading network systems provider connect them to the right content stream – and **generated leads at a rate of over 14.6%**



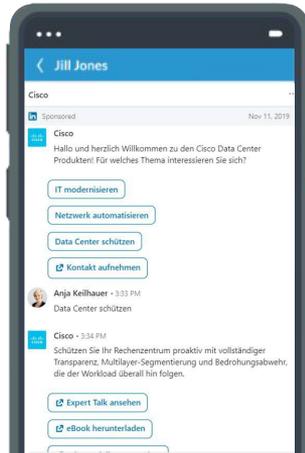
“If your objective is high-quality leads then Conversation Ads are a great solution. This campaign was clear and easy to set up and meant we could guide audiences to the most relevant content for them. No amount of data can give you 100% certainty about what a user is interested in, but asking them can. Conversation Ads helped us to go from being data-driven to being human needs-driven.”



Nadja Ritter
Marketing Campaign Manager, CISCO

CISCO's data centre solutions cater to a broad range of buyer needs, with separate product lines for modernising, automating and securing a data centre.

The main marketing challenge for the business is connecting the right buyer to the most relevant solution – especially since it's difficult to anticipate their exact need based on data alone.



CISCO and its agency DWA Media developed a Conversation Ads campaign that asked the target audience about their data centre needs: modernisation, automation or security

The conversation then guided buyers through different options for each stage of the funnel: downloading eBooks, watching expert video talks, registering for webinars, booking demos and speaking to a product specialist

DWA Media's targeting strategy reached likely data centre buyers, and retargeted visitors to the CISCO data centre website

Open rate +62%

Reaching audiences through the LinkedIn Messaging experience, the Conversation Ads generated an **open rate of over 62%** and a **click to open rate of over 7.6%**

+14.6%

The campaign generated leads at a **rate of over 14.6%** and a cost per lead (CPL) significantly below CISCO's targets