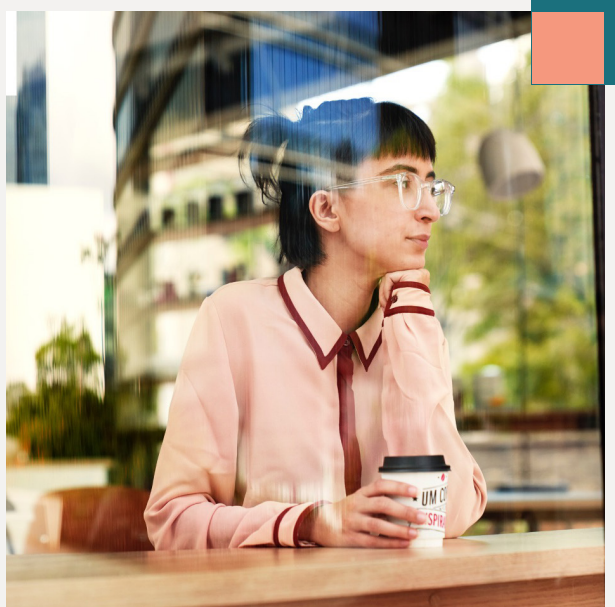


Driving Premium Consumer Conversions on LinkedIn

A case study on increased awareness, favorability, and conversion for a leading credit card brand through targeted audiences and creative strategy premium.



Background

In 2024 one of the top Consumer Credit Card Brands in the US was looking to **uplevel their current client base and obtain new customers**. They saw LinkedIn as an opportunity to engage a premium audience at scale in ways they had not done before.

Considerations:

- Reach a broad audience
- Track to efficiency
- Develop a new creative strategy for LinkedIn's unique environment
- Focus on mid to lower funnel objectives
- Align to affinity groups; travel, dining, luxury

The solution

To tap into our expansive network of premium members, LinkedIn proposed a **2-month test campaign focused on consideration and conversion**.



- LinkedIn Content Workshop and Custom Insights inform **content and audience strategy pre-launch**
- Diverse advertising tactics** increase exposure and allow for nurturing the audience
- Target **two distinct audiences** of Premium General Market and Persona Based, with messaging tailored to their preferences
- Nurture audiences** through the funnel
- Measure success with 3P BLS**, Campaign Metrics, Website Conversion Pixels and Custom LinkedIn Insights

Audiences

Premium general market audience

Custom LinkedIn Segments

- Mass Affluent:** members with > \$100k investable assets
- Affinity for luxury goods
- Credit cards

Persona based audiences

Combine LinkedIn Native targeting with Axiom audiences (at no cost) aligns member habits and preferences with Card benefits

- Avid travelers
- Foodies/frequent diners
- Cord cutters/ streamers
- Ride share riders/ fitness enthusiasts

Advertising tactics

- Single Image Ads
- Video Ads
- Carousel Ads
- Text Ads

Results

Conversions

- ↑ 800%**
With steady investment levels **weekly conversions skyrocketed 800%** from week 1 to week 9
- ↓ 91%**
CPA fell 91% in that same period
- +58%**
Overall CPA for the campaign **outperformed client benchmarks by 58%**



The mix of ad types delivered efficiencies across CPM, CTR and CPA

Brand Lift

- 6 & 9 points**
The campaign increased **favorability by +6 points** and **consideration by +9 points**
- 3-5 creative elements**
Exposure to **3-5 creative elements** led to **double-digit gains** in both favorability (+11) and consideration (+12)
- Significant lifts among Senior IC+ audiences**

- +15**
For top-of-mind awareness
- +10**
For favorability
- +10**
For consideration

+8 & +10 points
Among those members who were not currently customers of the brand, we observed +8 and +10 point increases in favorability and consideration, respectively.