



## HelloGbye and LinkedIn: Positioned for Take Off

*“LinkedIn Sponsored InMail delivered a 40% conversion rate. Frankly, it blew every other campaign out of the water.”*



**Greg Apple**  
CMO  
HelloGbye

### A new take on taking off.

“Every startup faces the daunting task of creating awareness,” says Greg Apple, CMO of travel app startup HelloGbye. “When your goal is to create the world’s most loved travel brand, you need every engine firing on all cylinders to break into an already well-established space.”

Still in pre-beta, the Canadian-based HelloGbye helps people make travel plans online. Sounds typical, right? Unlike traditional travel sites, the experience of using the HelloGbye app is more like talking to a travel agent than filling out an online form. Using natural language processing, HelloGbye makes planning and organizing complex itineraries as simple as speaking into a smartphone.

To generate awareness and drive pre-registrations for their launch, HelloGbye planned to campaign across a range of online advertising platforms. Though their primary goal was priming the market for the launch of their app, they also hoped the results would help clarify the most effective advertising option for their business as they move from pre-beta to launch. Focusing initially

### Challenge

- Product still in pre-beta
- Soft-sell CTA
- Fighting for mindshare in crowded travel space

### Solution

- Display Ads
- Sponsored InMail
- Homepage Takeover

### Results

- Sponsored InMail generated a 40% conversion rate

on targeting busy business travelers, HelloGbye approached LinkedIn Marketing Solutions with the goal of connecting with high-quality B2C leads in the professional space.

## Getting in with InMail.

Targeting major U.S. and Canadian cities, HelloGbye launched a LinkedIn campaign in the summer of 2015 that included Display Ads, a Homepage Takeover, and Sponsored InMail. While the company ran campaigns on other digital platforms, their LinkedIn Sponsored InMail campaign was the clear winner—generating an astounding 40% conversion rate. “We couldn’t believe how much higher our InMail campaign performed on the digital front,” said Greg Apple, CMO, HelloGbye. “We never expected numbers like this. It wasn’t even close.”

But their InMail campaign generated more than just leads—it helped validate their segmentation strategy. Moreover, it allowed leadership to identify the key roles within their consumer base most likely to respond to their unique value proposition, namely entrepreneurs and VP- and Director-level professionals in Sales and Operations.

Thanks to their campaign and LinkedIn’s targeting options, HelloGbye not only has more targeting clarity, they have the power and insight to put that knowledge to work optimizing future campaigns.

## A match made in heaven.

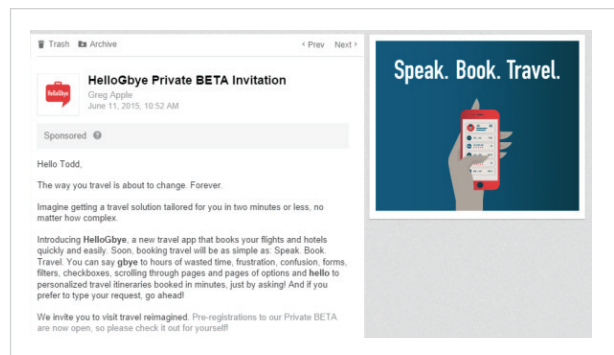
As the world’s largest online professional community, LinkedIn is a highly effective platform for building and cultivating relationships with business professionals. “LinkedIn delivers timely, relevant communications, putting HelloGbye in front of business men and women when they’re thinking about solving business challenges,” said Apple.

With Sponsored InMail, HelloGbye was able to deliver a personalized, 1:1 communication that contextualized the problem their product solved: Simplifying complex business travel.

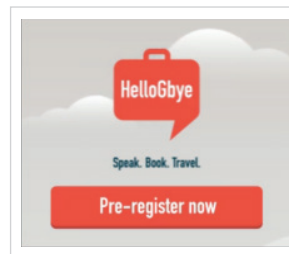
Like many new companies, HelloGbye is in the process of defining their story and discovering their most receptive audience. The success of the LinkedIn campaign demonstrated how well their solution resonated with time-constrained business travelers more concerned with convenience than cost.

“With the type of message we were trying to communicate, and the nascent state of our segmentation, LinkedIn was a match made in heaven for where we’re at as a business,” said Apple. “The segmentation capabilities—the ability to filter by role, company type, location and seniority—is the perfect match for what we’re trying to do.” Thanks to LinkedIn, HelloGbye not only has a growing database of potential customers, they have a good idea of where to advertise when they’re ready to soar even higher.

Sponsored InMail



Display Ad



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