



## Jibe and LinkedIn: Surpassing engagement benchmarks at the top of the funnel

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**Mike Altiero**  
Social Media & Marketing Operations Manager  
Jibe, Inc.

### Where the audience lives and breathes

At Jibe, a New York-based software company that optimizes career websites, the marketing team takes an immersive, inbound approach to demand generation. Churning out new content on a near-daily basis, they feature everything from quick tips for recruiters to long-form HR ebooks. This technique was helping grow their user base, but when Jibe set their sights on becoming a top source of recruiting expertise, it was time to drive up engagement even more.

For Jibe, it was all about staying top of mind. “Typical buyers are doing most of their research online. We want to be there with the information they need to do their job better—so when they are ready to buy, they’ll choose us,” explains Mike Roberts, Jibe’s Demand Generation Manager. Aware that LinkedIn is precisely where their audience lives and breathes, Jibe began using Sponsored Updates and to deliver content. The results surpassed benchmarks for both Jibe and LinkedIn.

### Challenge

- Engage with all levels of HR professionals
- Effectively drive brand awareness
- Maximize CTR while minimizing CPC

### Solution

- Sponsored Updates

### Results

- Doubled click-through rates across all Sponsored Updates in a single quarter

## Hitting their budget and the top of the funnel

By applying specific filters, LinkedIn's platform allows Jibe to reach their target audience at the top of the funnel while increasing click-through rates and keeping the CPC within budget. "With Sponsored updates, we were able to target a particular audience and easily see who was clicking our ads," explains Mike Altiero, Social Media & Marketing Operations Manager at Jibe.

And that's not all. Sponsored Updates also provides dynamic feedback on how one piece of content is performing against another. Based on these findings, Jibe uses Campaign Manager to quickly and easily turn content on and off in real time. This "command and control" approach is great for their budget. "We can optimize not only our CTR, but also our spending dollars. It's fantastic," Altiero says.

Jibe also used to manage gated content and boost brand awareness. By A/B testing different Display Ads, they were also able to weed out the poor performers and scale effective ads across their target audience, further increasing engagement.

## Exceeding numbers and expectations

After implementing Sponsored Updates to drive prospects to un-gated content on their blog, Jibe saw their click-through rates skyrocket. "We've been extremely successful so far. Our average CTR right now is about 0.6%. Some individual pieces of content went as far as to reach click-through rates of 1.5%." The surprising new numbers proved to be Jibe's new benchmark. "If you had told us six months ago we'd have content with 125 likes and 50 shares, we wouldn't have believed it. And now we expect it," Altiero says.

Display Ads



Display Ads

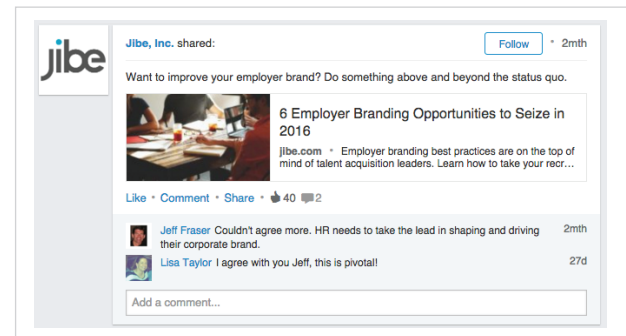


## Advice from the experts

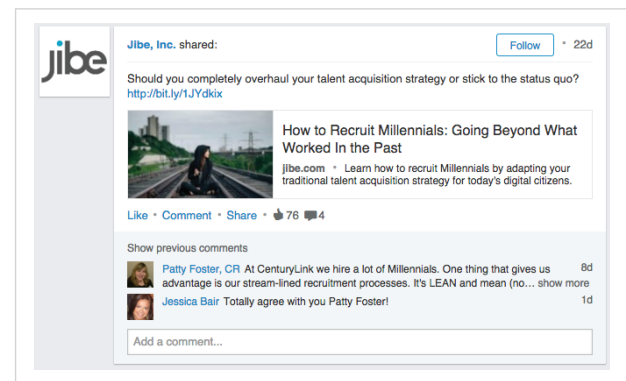
Gaining awareness across the entire spectrum of HR professionals—from entry-level to executive—was a challenging goal, but insights from the LinkedIn team helped Jibe reach it. "LinkedIn is always willing to answer our questions and give advice. They had great tips for filtering skills, functions and seniority levels to really reach our audience," says Altiero.

The guidance didn't stop there. Using their extensive knowledge base, LinkedIn continually helped Jibe hone their approach and improve performance even further. "After the first quarter, we saw a 0.4% CTR, which was double the average from the previous quarter," says Altiero. "With LinkedIn's help, we managed to further increase our CTR to 0.6% and that number is still growing today. We probably wouldn't have seen this level of success without them," explains Mike Roberts, Jibe's Demand Gen Manager. "LinkedIn will definitely be a big part of our content strategy in the future."

Sponsored Update



Sponsored Update



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