**QN24** 

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## The Engagement Imperative

Better Data Comes Down to Better Experiences

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### Company profile:

ON24 is a leading sales and marketing platform for digital engagement, delivering insights to drive revenue growth. ON24 serves more than 2,000 customers worldwide, including 3 of the 5 largest alobal technology companies, 4 of the 5 largest US banks. 3 of the 5 largest global healthcare companies, and 3 of the 5 largest global industrial manufacturers. Through interactive webinars, virtual events, and personalized content experiences, ON24 provides a system of engagement powered by AI for businesses to scale engagement, conversions, and pipeline to drive revenue growth. The ON24 Platform supports millions of professionals a month who are totalling billions of engagement minutes per year. ON24 is headquartered in San Francisco with global offices in North America, EMEA, and APAC. For more information. visit www.ON24.com.

# **ON24 drives bottom-line results** with strategic, full-funnel approach using LinkedIn Ads

## The challenge: How to grow bottom line results in a crowded software space

The demand for digital experiences like interactive webinars and virtual events that help people connect and collaborate on a more human level has never been greater – and neither has the competition among providers.

But how do you get the market to have affinity for your company specifically? How do you stand out as a category leader? And how do you capture your audiences' attention and get more people coming to you ready to buy? Those were some of the challenges preoccupying webinar software, virtual events, and digital experiences platform, ON24.



### The Solution: A multi-format, full-funnel approach

To help overcome these challenges, ON24 has expanded its LinkedIn strategy, using a variety of content and ad formats to support a full-funnel, test and learn approach.

Video content and landing page campaigns are used top of funnel to introduce the brand and build affinity with the ON24 offering.

High value, educational content including eBooks, guides and webinars are used mid-funnel to support marketers, stimulate engagement, and underscore ON24's position as an authority in the world of digital marketing. Lead Gen Forms are used at the bottom of the funnel to remove friction in the final conversion stage.

Leveraging a range of formats throughout the process, from video ads to interactive Conversation Ads and Lead Gen Forms helps to attract and retain the attention of the target audience and grow retargeting pools.

With Conversation Ads, ON24 can engage with its audience in a more natural and personal way, allowing people to choose from multiple CTAs based on where they are in the customer journey. This approach is driving high levels of engagement at a significantly lower cost per click than other formats.

#### Why use LinkedIn?

LinkedIn's varied suite of products, formats and targeting capabilities help ON24 to deliver a highly strategic fullfunnel approach. Remarketing capabilities for Lead Gen Forms and video, plus the ability to integrate third-party data sources helps ON24 to concentrate its efforts on those most likely to engage.

Working closely with LinkedIn and its agency, The Croc, ON24 has supplemented its website-based targeting with third party matched audiences, lookalike audiences and audiences based on video and lead gen form engagement. Being able to define, reach and engage with key decision-makers has in turn led to qualified leads further down the pipeline.

With its first-party data built on a members-first approach, LinkedIn is also helping ON24 to navigate the changing privacy landscape and drive trust among audiences.

## **Results:** A strategic, full-funnel approach increases guality leads that convert to pipeline at a higher rate.

By taking a full-funnel approach, ON24 has been able to reach and engage audiences in a meaningful way, generating leads that it can continue to nurture. Making the most of LinkedIn's product suite has enabled the brand to increase both the quality and amount of these leads. The approach has already led to:

CTR% Lead Gen Form completion rate 50% above the industry benchmark

239	<mark>% i</mark> :	ncre	eαs	e
in marketing				
qualified leads				
			_	

34% increase sales qualified leads 38% increase in pipeline contribution

LinkedIn Case Study



#### LinkedIn products used:

- Sponsored content
- Video ads
- Conversation Ads
- Matched Audiences
- Retargeting
- Lead gen forms

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The strategy we have taken with our LinkedIn advertising has allowed us to reach a relevant, engaged audience and offer them the right content at the right time in their preferred format. I see the real power of the platform in the targeting, though. I am excited to continually test new tactics and refine our campaign targeting to ensure we maintain a consistent flow of high-quality leads to our Sales team.

> Michelle Blondin, Sr. Director Demand Generation & Operations, ON24