When it comes to new technologies, the most valuable leads are educated leads – leads that understand the difference a breakthrough solution can make for their business, and the case for investing in it. The 3D printer manufacturer, Ultimaker, used LinkedIn data and targeting capabilities to deliver exactly these types of leads. Deploying three phases of content oriented towards building awareness (‘See’), driving consideration (‘Think’) and overcoming barriers to action (‘Do’) helped deliver 4x the target volume of leads at a cost per lead (CPL) 5x lower than previous campaigns.

### Challenge
- Target likely 3D printing advocates within relevant business categories
- Build awareness of the Ultimaker S3 desktop printer
- Nurture prospects with content building the business case for 3D printing technology
- Address barriers to purchase
- Deliver fully qualified leads to sales

### Solution
- LinkedIn interest and industry targeting to reach SMBs with a likely interest in 3D printing
- Job function targeting to engage engineers within those businesses, and equip them to make the case for investment
- Three-phase content, building initial awareness through blog posts and white papers on 3D printing applications
- Retargeting with ROI-focused content to help overcome barriers to purchase
- Mix of formats including Video Ads, Sponsored Content and Carousel Ads
- Look-alike audiences to scale the consideration phase

### Why LinkedIn?
- Sophisticated targeting capabilities
- Retargeting to take prospects from awareness through to demand
- Integration with other data sources like Google Analytics and 6 sense
- Ability to reach relevant audiences at scale

### Results
- The campaign delivered an average click-through rate of 13.3%
- It generated 4x the target volume of leads
- The cost per lead (CPL) of €31 was 5x lower than previous campaigns
- Ultimaker generated Sales Qualified Leads (SQLs) for a cost of €69 per lead
We broke the volumes with this campaign – it’s amazing what results it generated. No other channel provides the same level of data for qualifying leads as LinkedIn. It’s huge for us in the middle and bottom of the funnel and it’s now one of the most important digital marketing channels for the business.”

Nicola Fagiolo, Digital Advertising Manager, Ultimaker