Partnering with LinkedIn solved the challenge of scaling lead generation for the enterprise-class network backup provider – and smashed cost per lead (CPL) targets in the process.

How Bacula tapped a new pipeline of leads on LinkedIn

The decision-making audience for enterprise-class network backup solutions is a very specific one. This can create challenges when it comes to increasing the flow of quality leads at a competitive CPL. Bacula Systems, the leading provider of enterprise open-core backup software, found the solution to those challenges on LinkedIn: unlocking access to new audiences, halving its CPL targets and driving incremental leads at a scale and quality that proved difficult on other platforms.

THE CHALLENGE

Scale lead generation for Bacula's enterprise-class network backup software across geographies

Reach system administrators and relevant technical specialists as well as IT decision-makers

Maintain lead quality and a competitive CPL

THE SOLUTION

Sponsored InMail promoting White Papers and how-to guides on backups and recoveries

LinkedIn Lead Gen Forms integrated with InMail campaign

Account-based targeting through LinkedIn Matched Audiences

WHY LINKEDIN?

Relevant professional environment for driving leads

Quality of LinkedIn data enabling Bacula to reach relevant IT decision-makers at scale

Flexibility of account-based targeting on LinkedIn

RESULTS

100%

The Sponsored InMail campaign achieved all MQL targets for Bacula

35%

The Lead Gen Form completion rate of 35% surpassed all LinkedIn benchmarks

1/2

Bacula halved its cost per lead (CPL) target for the campaign

A CREATIVE APPROACH TO TARGETING REVEALS SOUGHT-AFTER AUDIENCES AT SCALE

Innovative approaches to targeting enabled Bacula to reach specialist, sought-after audiences at scale while maintaining a competitive CPL. On LinkedIn, the marketing team found a range of different options for engaging relevant system administrators, IT specialists and decision-makers.

"One of the main problems for anyone working in software marketing is catching the audience that actually signs the bill: Chief Information Officers and IT Managers," explains Andrew Yunisov, Director of Online Marketing. *"On LinkedIn, it's really easy to do this because you can just target all 30 or 40 variations of the IT management job title – and you can then tailor your content and the message of your InMail to these specific audiences."*

Matched audiences proved another route to reaching the businesses that Bacula Systems' sales teams identified as particularly important to growth plans. *"We've worked with our sales teams to develop lists of our most valuable, dream accounts,"* explains Andrew. *"The problem we found on some platforms is that there's a very high minimum number for targeting particular accounts in this way – but that's not the case on LinkedIn. We were able to reach our target accounts very cost-effectively, and the match rate was double that of other platforms."*
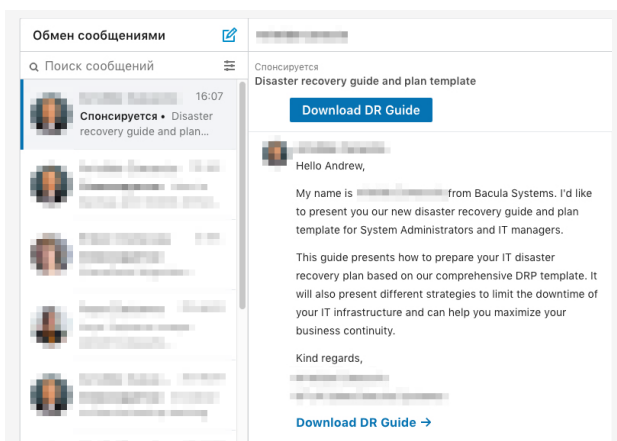
SPONSORED INMAIL AND LINKEDIN LEAD GEN FORMS COMBINE TO CUT CPL

The ability to create bespoke audience segments was one factor helping to reduce Bacula's CPL.

The addition of LinkedIn Lead Gen Forms to the Sponsored InMail campaign also played a critical role. *"LinkedIn Lead Gen Forms helped to cut our CPL on LinkedIn 2x,"* says Andrew. *"We achieved this without any reduction in lead quality. We're able to include the same fields in our Lead Gen Forms as we would with other data capture forms, and we can see from that data that we are still reaching the right sizes of companies for our business."*
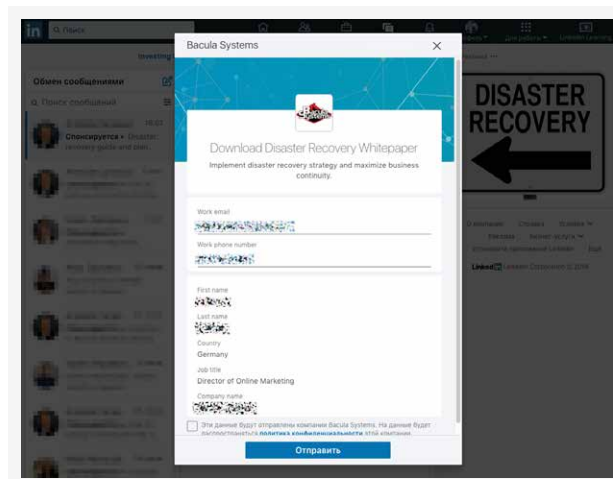
"The ability to experiment with different ways of reaching our audience has enabled Bacula Systems to achieve real scale for our lead generation marketing on LinkedIn. We were really surprised by how many specialist IT roles like SQL server administrators we could find on the platform. We've now got the opportunity to scale lead generation even further by distributing more content to the target audiences we've identified."

Andrew Yunisov
Director of Online Marketing
Bacula Systems

Linked in Marketing Solutions