

# Caverion

## How LinkedIn Insights illuminated content strategy for Caverion Germany

### About Caverion

Caverion provides technical solutions and services for buildings, industrial plants and infrastructure projects, covering the entire life cycle of buildings from planning to operation. The business employs nearly 16,000 people in 12 countries across Northern, Central and Eastern Europe, and generated sales of more than EUR 2.3 billion in 2017.

Website: [www.caverion.de](http://www.caverion.de)

Blog: [www.caverion.de/blog](http://www.caverion.de/blog)



Within Germany's conservative facilities management sector, a marketing strategy based on content and B2B influencers could feel like a step into the unknown. Not so for Caverion, the Finnish business leading the way on energy efficiency solutions for buildings and infrastructure in Europe. Adding the LinkedIn Insight tag to Caverion's website turned on the lights. LinkedIn profile data provided granular insight on who was engaging, and providing sales with a valuable list of potentially interested accounts:



Publishing influencer posts on LinkedIn built the profile of Caverion's sector experts such as CEO Frank Krause, who now has 2,500 followers on LinkedIn



LinkedIn Insight Tag data on the Company and Industry of those visiting provided sales with a valuable list of target accounts



In just one month, Caverion succeeded in capturing 40 Marketing Qualified Leads, significantly growing its business pipeline



Targeting Sponsored Content by skills delivered a click-through rate (CTR) of over 1%, exceeding Caverion's targets



Insight on the most responsive sectors and functions informed future content strategy and increased engagement further



*“Our main goal for our content strategy was increasing brand awareness and the growth in engagement and followers from our internal experts, and publishing on LinkedIn has delivered that. However, adding the LinkedIn Insight Tag to our website brings a whole new dimension to what content can do for our business. We’ve been able to direct our strategy to areas, like HR, where visitors are showing a lot of interest. And a list of potentially interested companies is a vitally important source of information for sales. All these new insights have also influenced the creation of our content.”*



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