

“We serve a lot of different audiences. LinkedIn is the only platform we have, from a digital marketing perspective, where we can really get detailed in our targeting.”



**Lauren Slattery**  
Director of Marketing at TokBox



**Location**  
San Francisco, CA

**No. of Employees**  
51-200

**Industry**  
Internet

## LinkedIn Becomes TokBox’s Most Valuable Lead Generation Tool

### CHALLENGES

In marketing its OpenTok live video platform, TokBox targets a very specific set of personas, ranging from developers to business decision makers. With a strong focus on lead generation, the company needed a way to refine its campaign scope and reach the right professionals with precision.

### NEW APPROACH

In the past, TokBox had used Sponsored Content to promote whitepapers and had seen good results. But with a more advanced targeting approach and the integration of Lead Gen Forms, they’ve taken their campaigns to a new level. To precisely target their audience, Direct of Marketing Lauren Slattery shares that it’s equally important to include the right job titles and functions as it is to exclude the wrong ones.

### RESULTS

Building LinkedIn campaigns around its four key personas, and tailoring highly relevant messaging to each one, has bolstered TokBox’s marketing efforts on the platform. By introducing Lead Gen Forms, they’ve seen conversion rates double or even triple. Results have been striking enough that TokBox has pivoted to an “always-on” strategy so the leads keep coming in for the sales team.