

Driving revenue by balancing brand and demand on LinkedIn

STUDYTUBE

Headquarters: Amsterdam, Netherlands | No. of Employees: 201 – 500 | Industry: Software Development

“ To drive sustainable business growth, a full-funnel marketing strategy is essential. In B2B, many buyers are not ready to make a purchase right now. About 25% of our budget is dedicated to brand marketing as an investment in future pipeline while 75% goes towards demand generation activation. Because our top-funnel feeds bottom-funnel, we don't have to worry about pipelines drying up. Striking this balance is key to our marketing success on LinkedIn.”



Casper Leijen
Growth Manager, Studytube

Challenge

- To consistently drive a high volume of quality leads from a well-defined target audience
- To optimise marketing approach after lead generation results had peaked and plateaued

Solution

- Identified untapped audiences and engaged more members of the buying committee
- Refined their full-funnel strategy with increased top-funnel investment
- Adopted a multi ad format approach and added Text Ads at the top of the funnel to achieve optimal ad frequency while controlling spend
- Rotated 6 creative variants per ad to pre-empt fatigue, win more auctions and earn higher share of impressions

Results

