



From conversations to conversions

How LucaNet ASEAN achieved 53% conversion
rate with LinkedIn's Conversation Ads



Location: Singapore | No. of Employees: 201-500 | Industry: Computer Software



"LinkedIn is undeniably our best platform for B2B marketing. Our audience already uses and trusts LinkedIn. This makes the process of targeting, engaging, nurturing and converting them highly efficient and effective."

Nicole Wang

Regional Marketing Manager, LucaNet ASEAN

Simplifying finance

LucaNet ASEAN is the Singapore-headquartered arm of LucaNet AG, dedicated to helping companies in Southeast Asia benefit from the brand's financial performance management solutions. With consolidation being a key offering, LucaNet ASEAN has to ensure that its sales and marketing efforts are precisely directed at companies that deal with that level of financial complexity.

"Our greatest challenge is finding the right fit," said Nicole Wang, LucaNet ASEAN's Regional Marketing Manager. Only companies of a certain size and structure, such as those with overseas subsidiaries, have financial

consolidation needs. While its solutions are purpose-built to help customers cut through the complexity of inter-company and foreign-currency reconciliations, LucaNet ASEAN first needs to identify the right companies and the right decision makers within those companies.

For this, it turns to LinkedIn. Tapping on the world's largest professional network and verified first-party data, LucaNet ASEAN uses a mix of ad formats from LinkedIn Marketing Solutions to drive real business impact—including a closed deal that effectively delivered 32X ROI on campaign spend.



Results

From a Conversation Ad campaign that engaged prospects with a personalised survey before converting them into webinar attendees, LucaNet ASEAN achieved impressive engagement and conversion results:

80%

Open rate

53%

Conversion rate

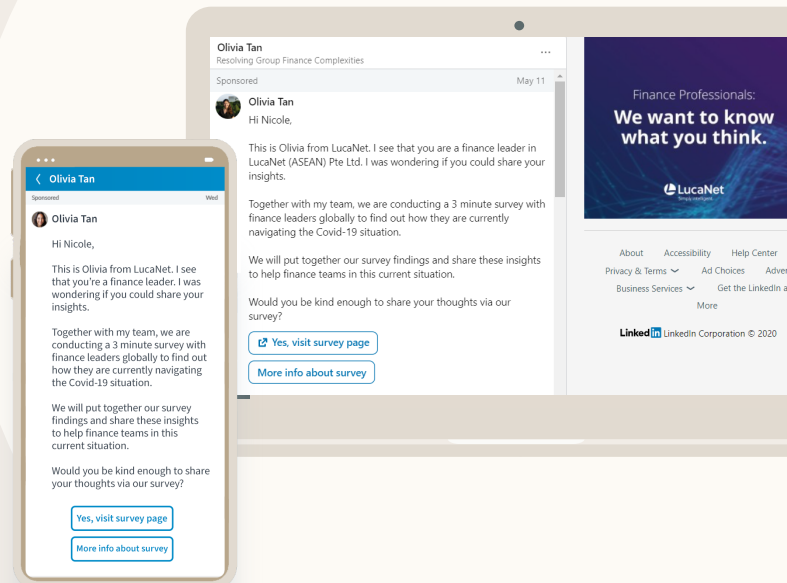
The art and automation of personalised conversations

LucaNet ASEAN generously shares its success with the LinkedIn Marketing Solutions team for the strong support, sharp insights and campaign guidance that it provided. It was also on the team's recommendation that LucaNet ASEAN discovered Conversation Ads.

LinkedIn's Conversation Ads allow the company to start automated conversations with its target audience via LinkedIn Messaging. The ads are only delivered when a prospect is active on LinkedIn, so the likelihood of engagement is higher. Prospects are also encouraged to interact with the ad by responding to it, creating a personalised conversation path that drives further engagement.

In one particularly successful campaign, LucaNet ASEAN used Conversation Ads to conduct a pulse survey. The idea was to engage the audience by asking them about their top-of-mind issues, leveraging these insights to design the agenda of an upcoming webinar, and inviting survey respondents to join the brand's thought leaders at the virtual event. This fresh approach created impressive results for LucaNet ASEAN:

- **80% open rate:** an indication of Conversation Ads' engagement effectiveness
- **24% click to open rate:** an indication that its audience wants to be heard
- **53% conversion rate:** an indication that relevant and resonant content accelerates lead nurturing



Leading with demand

In addition to Conversation Ads, LucaNet ASEAN is using a host of other ad formats to support its demand marketing efforts. The combination of Sponsored Content and Lead Generation Forms, in particular, has been working well for the brand, especially when the content offers clear value to audience.

“One of our best-performing content campaigns was a whitepaper download titled ‘How CFOs can build a better financial consolidation process’. Because we spelt out who

benefits and how, and were able to serve it to a targeted audience, the leads we generated were right on the mark,” said Nicole.

This point speaks to the importance of partnership; how marketers can extract maximum value from their marketing investments when they work closely with a strategic partner. And in LucaNet ASEAN's case, its partnership with LinkedIn Marketing Solutions is clearly paying off.