

Driving marketing qualified leads at scale with advanced targeting strategies

How MoEngage drove quality leads at 70% lower cost as compared to other digital channels.

moengage

Headquarters: San Francisco, California | Industry: Internet | No. of Employees: 201-500



“ With LinkedIn’s unique data and insights, we gained far more clarity in our ABM efforts. No other platform gives you insights on account-level performance. ”

Arti Prasad

Sr. Digital Strategist, MoEngage



“The biggest benefit that LinkedIn provides is the ability to target precisely and not waste dollars on accounts that our sales team doesn't care about.”



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Challenge

- Target and convert the most valuable audiences for their product portfolio
- Directive to optimize campaigns spends for the program while increasing conversion rates
- Increase the brand visibility & portray the brand as a leader in the 'Marketing Automation Platform' Industry



Solution

- A holistic account-based marketing strategy with focus on a fixed set of accounts which the sales team was working on, layered with LinkedIn's advanced targeting like job function, title & seniority.
- With the effective use of "Matched Audiences" for website retargeting, the brand nurtured the target group with relevant communication.
- MoEngage used Sponsored Content along with Sponsored InMail to reach out to their audience. The brand leveraged versatile formats available - Single image ads, video ads, etc. and by doing this they were able to maintain versatility in their messaging which prevented content fatigue.
- The company used pre-filled lead generation forms with these ad formats to capture member information in the most seamless manner.
- The brand focused on building rich and informative content which included industry reports, e-books, webinars by industry experts, etc, that led to higher conversion & engagement rates.



Results

30%

Of all qualified leads generated in the last 6 months came from LinkedIn

70%

Lower cost per MQLs on LinkedIn as compared to other digital platforms

- 20% MoM organic growth in number of followers
- Over 2.5 Mn impressions, 60% of which were decision makers & the remaining were influencers
- 2X CTR compared to LinkedIn Benchmark
- 30% better open rates compared to industry benchmark (53% open rate of LinkedIn Sponsored InMail campaigns)