



# opportunity network

## Company profile:

Opportunity Network is a deal-matching network for CEOs and private investors looking to grow their businesses worldwide. Currently operating in more than 130 countries with a member base of 45,000 leaders, it facilitates global business growth by breaking down barriers to trading and investing and enables C-level executives to post and connect to actionable deals and investment opportunities.

## Customised always-on campaign enables Opportunity Network to reach C-level executives all over the world

**The challenge:** Single out highly qualified chief executives and investors for a safe business environment that simplifies deal sourcing

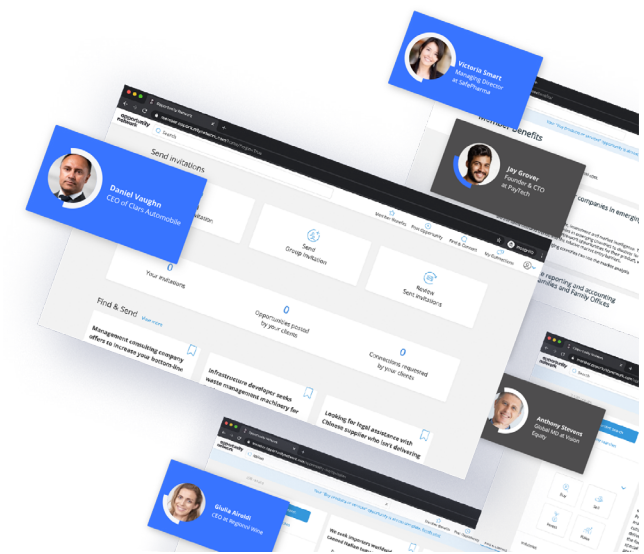
Whether it's a Belgium-based CXO working in the renewable energy industry or the CEO of an American company with an annual turnover of more than \$10 million and an appetite for merger and acquisition opportunities, niche audiences are Opportunity Network's bread and butter.

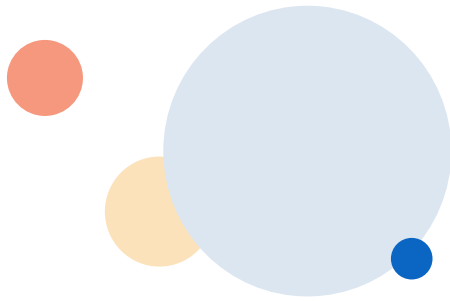
The private business networking platform, which invites C-level executives looking to share and uncover opportunities for trading, investment and raising capital, prioritizes the quality of its leads above all else. That meant a generic member acquisition strategy was out of the question. Instead, Opportunity Network wanted to tailor its messaging to each individual market, industry or position in order to reach the right movers and shakers in the main target regions of North America and Europe.



**The solution:** Sponsored in-mail ads spark personalized, impactful conversations Initially Opportunity Network's member acquisition strategy revolved around a one campaign per country model, however this left next to no room for customization.

Enter LinkedIn. By using website demographics and campaign performance metrics, the team was able to pinpoint the countries, industries and profiles that were performing well. Armed with this data, Opportunity Network launched specific sponsored InMail campaigns targeted at these combinations – for example, campaigns geared towards those working in consumer goods, or CEOs based in Canada looking for investment opportunities. Appealing to these interests and business needs directly resulted in high conversions and lead generation form completion rates.





## Why use LinkedIn?

By using LinkedIn's customized ad targeting capabilities, Opportunity Network is able to reach its niche audience based on key traits – job title, industry and geography – meaning the team can confidently target individuals most likely to engage with its offering.

Such precise and powerful targeting enables Opportunity Network to adopt a granular campaign structure on an always-on basis. As a result, the team can continually adapt its messaging for each individual, region or industry, making the content of its sponsored ads as relevant as possible for the recipient.

To expand this campaign footprint even further, LinkedIn challenged Opportunity Network to create a series of ultra-targeted InMail ads to capture the attention of high-potential executives based in developing regions, such as South America, Eastern Europe and Asia. LinkedIn also recommended intention-based campaigns to appeal to potential members who might be willing to join the network to satisfy a particular business need, be that trading or acquisitions. By centring its messaging around these specific needs, Opportunity Network was able to deliver immediate value to the receiver, which in turn led to an increased number of conversions.

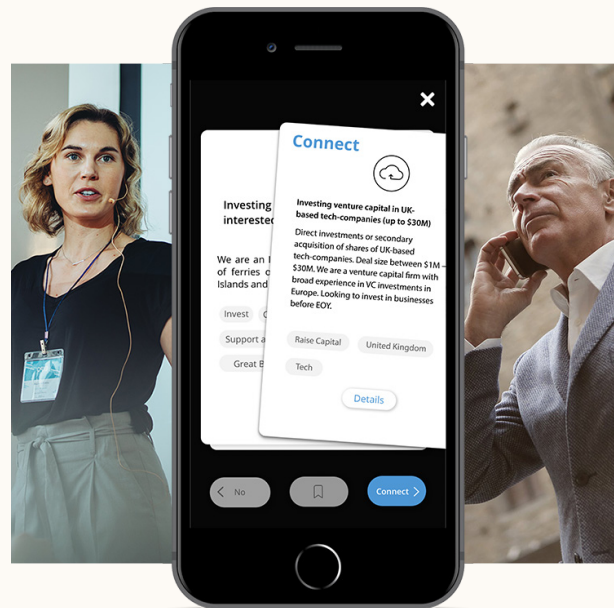
## LinkedIn products used:

- Sponsored InMail
- Lead Gen forms

## Results: Multi-layered always-on approach delivers high quality leads

Targeting potential members through a pick n' mix combination of geography, language, industry, business need and role continues to deliver an impressive number of meaningful leads for Opportunity Network. By tailoring all messaging according to these factors, the campaign avoids feeling like a mass market advertising drive replete with blanket ads, and instead engages with potential members on a more one-on-one basis.

Looking ahead, Opportunity Network's willingness to be challenged is helping to drive conversions for the future. From the start, the company has made the most of LinkedIn's targeting capabilities but recognised that to extend the reach of the campaign further still it needed to adopt a more dynamic approach. By working closely with the LinkedIn team, who challenged them to appeal to business needs and professionals in different regions to where they had previously targeted, Opportunity Network continues to grow its footprint.



Generating leads that meet our private network's unique criteria is a bit like finding the needle in the haystack. Fortunately, LinkedIn's B2B targeting has been able to step up as our favourite ally for this challenge,"



| Salvador De la Rosa,  
Vice President of Growth  
at Opportunity Network.

Average cost per lead of LinkedIn leads in 2020 was **3x less** than through other paid media channels



Lead generation campaigns in **70+** countries in 2020, with an average click-through rate of **69.6%**



LinkedIn number one member acquisition platform (both in terms of closing rate of leads and average revenue per member acquired)



Opportunity Network's sales team on course to grow each quarter to accommodate increasing demand due to the high number of leads from LinkedIn

To find out more about Opportunity Network, click [here](#).