

Oyster Partners with Metadata to Deliver Targeted, Optimized Ads Across LinkedIn



Location: Global | No. of Employees: 501-1000 | Industry: Software Development



“We turned to Metadata for support with strategizing, optimizing, and executing our ad campaigns. They offer expertise in terms of B2B, SaaS businesses, and LinkedIn Ads.”

Mathilde Dechansiaud
Performance Marketing Manager, Oyster



Challenge

Marketing strategies that keep pace with growth

- Oyster is a global employment platform that empowers companies to hire, pay, and care for the global team while delivering exceptional team member experiences across the full employee lifecycle. In the midst of an exciting growth period, they wanted to maintain their growth trajectory through digital marketing campaigns.
- Integration with LinkedIn was central to their search for the right specialty marketing partner for campaign management. Dechansiaud explained, “LinkedIn is the biggest professional network in the world. It’s where we can target our core persona, and target them effectively with relevant messaging.”
- At the time their partnership with Metadata began, Oyster had a performance marketing staff of one and needed a marketing partner that could deliver content across multiple platforms while still optimizing the solutions available through LinkedIn.



Solution

A marketing partner with the right expertise

- Based on previous positive experience, Oyster chose to go with Metadata. “Not only can they run ads on multiple platforms and use an AI to optimize performance, they also offer a managed service which is handy, as our team is still small and looking to grow in the future,” explained Dechansiaud.
- Oyster started managing their LinkedIn marketing with Metadata. “We use them for everything from audience creation to campaign setup,” shares Dechansiaud. “The whole campaign is created on their platform. That’s where all the optimization takes place as well. We create everything through Metadata, then it is synced to the LinkedIn Ads platform.”
- Metadata is a B2B operating system that uses AI to optimize campaigns. As a LinkedIn Marketing Partner, Metadata was named the 2020 LinkedIn Innovator of the Year.



Results

Marketing that reaches all the right people

- As a LinkedIn Marketing Partner versed in best practices, Metadata was able to help Oyster target the right audience. “Our target audience includes People Ops and other key decision makers in a business. We know we can effectively reach those audiences with LinkedIn.” Dechansiaud explained. “Targeting individuals in these roles is ultimately how we’ll drive performance.”
- Through Metadata, Oyster used the Matched Audiences and other targeting features on LinkedIn to reach companies of all sizes, from all industries. “When we target smaller companies or startups that may have an employee count of at most 10 people, everyone at that organization is essentially a CEO or CFO,” she said. “It doesn’t really matter if they are in marketing, tech, or HR – they’re already interested in growing the company.”
- Being able to reach their target audience using job titles, industries or seniority allowed Oyster to talk to the right people, which led to a 50% increase in Leads to Opportunities rate.

Marketing that encourages ‘outside the box’ thinking

- The continued success Oyster experienced with Metadata fostered a solid working relationship. “They’re part of our team really, we talk almost every day and have regular catch-ups” Dechansiaud observed. “We rely on them for day-to-day management and optimizations. We meet every quarter to review performance, trends and opportunities. Their expertise is extremely valuable to our small team.”
- Oyster’s success with Metadata has led to experimenting with new content strategies. “We’ve created marketing content in different formats, including video. It’s the first time we’re going to be using testimonials as a way to promote what we do and who we are, and I’m really keen on seeing how that does!”
- Since working with Metadata and exploring new ad formats and creative tactics, Oyster has seen engagement rate on their campaigns increase x3 - a testament to serving the right message to the right audience.

Audience targeting that expands possibilities

- A big goal of Oyster’s is to expand their reach and test new audiences to see how they respond. Dechansiaud shared, “I would say where Metadata has been the most helpful is supporting with strategy and wider opportunities based on what they see working with other B2B clients, in particular using new audiences. Their recommendations included looking into topics, technologies and intent from our target audience.”
- This led to better efficiencies: Oyster’s investment on LinkedIn Ads resulted in higher revenue, doubling their ROI in less than 12 months.



“Metadata has been really helpful with ad creation, audience targeting, and offering different strategies to try out – allowing to expand our team’s bandwidth and scale faster.”

Mathilde Dechansiaud
Performance Marketing Manager at Oyster