Linkedin

SYTE puts smarter lead generation in the picture on LinkedIn

syte

SYTE's visual AI technology enables shoppers to search for products by uploading images of what's inspired them – so that SYTE's retail customers can create more engaging user experiences. With $30 million raised from investors, and customers including Farfetch, Marks & Spencer and boohoo, SYTE is entering a hyper-growth phase, and generating a strong pipeline of leads on a limited budget is a priority for driving revenue and securing market share. By aligning brand and lead generation campaigns on LinkedIn, SYTE was able to target all retail executives with a stake in eCommerce, increase the flow of MQLs to over 35 per week, boost its conversion rate and close two LinkedIn-sourced opportunities in just five months.

The Challenge

- Meet aggressive revenue targets on a limited budget
- Generate several dozen leads per week
- Build a strong pipeline of sales opportunities
- Raise awareness of SYTE's visual search technology among relevant retail executives

The Solution

- Skills-based targeting of executives in relevant retail verticals
- Sponsored Content promoting white papers
- LinkedIn Lead Gen Forms
- Brand-building ads and Video for Sponsored Content targeting the same audience
- Testing-led creative approach to identify the most effective content features

Why LinkedIn?

- Quality of B2B audience and targeting options
- Clear solutions for both building awareness and generating leads
- Depth of metrics available for optimising approach

Results

- Over 800 leads in five months, converting to 680 MQLs
- Two LinkedIn-sourced opportunities closed in the first five months
- LinkedIn generates an average of over 35 MQLs per week
- Engagement rate of 1.2% for lead generation campaigns

Targeting eCommerce stakeholders with a testing-led creative strategy helped the visual search business amass over 35 leads per week.

Targeting all those with a stake in a better shopping experience

SYTE's visual AI technology doesn't just deliver a more satisfying experience for online shoppers. By helping users connect the images that inspire them to the products they can buy, it dramatically improves site navigation, engagement and conversion rates for retailers. On LinkedIn, SYTE was able to target retail executives in visually driven verticals like fashion, home décor and consumer goods – and use Skills targeting to reach all of those with a stake in better eCommerce experiences. "We were able to use Skills targeting as a base and then refine as we went, using 'excludes', 'markets' and 'keywords' filters to find the perfect sweet spot," explains SYTE's Co-Founder and CRO, Lihi Pinto-Fryman.

Lihi and her team knew that the key to effective lead generation is to reach decision-makers who are already aware of your brand and interested in what you do. That's why SYTE made a point of targeting the same LinkedIn audiences with awareness-building ads and Video for Sponsored Content that showcased SYTE's technology and the brands it was already making a difference for. "This was a crucial part of our strategy," says Lihi. "When you have high awareness, people are much more likely to download your content and you get more meaningful leads that travel down the funnel and convert faster."

+800 leads in five months, converting to 680 MQLs

1.2% of engagement rate for lead generation campaigns

A creative process built around data and testing

SYTE recognised the quality of LinkedIn's metrics as a key advantage of the platform – and developed a creative process that used its potential for A/B testing to full advantage. "With a tight budget and aggressive revenue targets, it's important for us to figure out what works best," explains Lihi. "From the start of our lead generation campaign, we split our marketing team into three groups, each with one designer and one copywriter. The teams were not allowed to exchange ideas or to criticise each other's work, to ensure that every creative idea is different and encourage risk taking."

This process enabled SYTE to activate six different Sponsored Content campaigns for each lead generation white paper. "After a month, we checked which ads performed the best, deactivated the rest, and gave the winning creative team a small token of $50 for attracting the highest number of leads," says Lihi.

This testing-led approach surfaced actionable insights for the campaign such as the effectiveness of incorporating arrows pointing to download links, referencing recognisable retail brands in ad copy, and leading with imagery over text in creative. And continual optimisation is driving spectacular results for SYTE. Over its first five months, the campaign has generated over 800 leads, converting to 680 MQLs with two closed opportunities. The campaign continues to generate MQLs at a rate of over 35 per week. "Our sales pipeline gets a fresh new batch of leads every day," says Lihi. "And the white papers themselves are acting as valuable sales enablers and helping us to establish a better connection with clients."

"We see LinkedIn as an important part of our marketing strategy over the next couple of years – not just because of the pipeline of leads we're generating but for brand awareness and remarketing as well. The LinkedIn team provide us with incredible support. It's not just about the numbers – we're learning more about our audience as well, and we expect to continue improving our results in the future."

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Lihi Pinto-Fryman
Co-Founder and CRO, SYTE