

CleverTap

Downloading Customer Success on LinkedIn



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“Our journey with LinkedIn has changed the way that we look at content and how we represent ourselves as a brand online.



Challenge

- Establish brand awareness across key regions and unlock access to new audiences
- Target the right, intended audience to create a pipeline of SQLs for the company
- Leverage the LinkedIn algorithm to get maximum organic reach
- Nurture leads and enable conversions from SQLs



Solution

- Clever Tap opted for a multi-product strategy leveraging LinkedIn ad formats like Sponsored Content and Dynamic Ads, InMails delivering content relevant as per market segmentation and customer lifecycle
- Reached a larger pool of professionals that resembled their ‘ideal customer’ with Matched Audiences
- Downloaded deep understanding about engaged leads from LinkedIn Insights Tag. Further remarketed these leads (eg. website visitors to pricing page or demo page) with relevant campaigns for next level conversation
- They championed the usage of industry-relevant hashtags to reach out to wider audience
- They leveraged Sponsored InMails to nurture leads on the same platform where they entered the funnel



Results

- 25-30% MoM organic growth in number of followers
- Won 15+ customer deals via LinkedIn
- Over 5000 leads from LinkedIn in 1 year
- 36% increase in the number of unique visitors

60%

open rate of LinkedIn
Sponsored InMail

2X CTR

compared to LinkedIn
benchmark

4.9Mn

unique members reached in
1 year