



Customer Success Story:

Mercedes-Benz GLB launch campaign on LinkedIn drives impactful full-funnel results.



Mercedes-Benz combines luxury and performance to provide drivers with the most diverse line-up in the luxury segment. In 2019, Mercedes-Benz was recognized as the most valuable luxury automotive brand, further reinforcing its brand promise: the best or nothing.

Challenge:

What's the best way to introduce a new luxury vehicle to an audience historically outside the core Mercedes-Benz demographic?

While Mercedes-Benz is known for producing the highest quality luxury vehicles, it is a common misconception that Mercedes-Benz only makes vehicles for the ultra-affluent. As Mercedes-Benz prepared to launch the GLB, a new, three-row SUV at an accessible cost for young families, the challenge was to drive awareness of the GLB to a more mass-market audience without diluting the brand's prestige.



The third row of seating was one of the features Mercedes-Benz highlighted to interest younger families.

Solution:

New vehicle. New audience. New platform.

The Mercedes-Benz marketing team, along with media agency Merkle + Partners, understood the need to meet their consumers wherever they are online. They identified that the LinkedIn platform serves a utility for upwardly mobile professionals while providing a premium, brand-safe, and highly engaged environment fitting for the Mercedes-Benz brand.

"LinkedIn gave us an opportunity to experiment and allowed us to dive into a new platform with new audiences. The results were fantastic."

Jordan Lajor
Social Media Lead
Mercedes-Benz USA

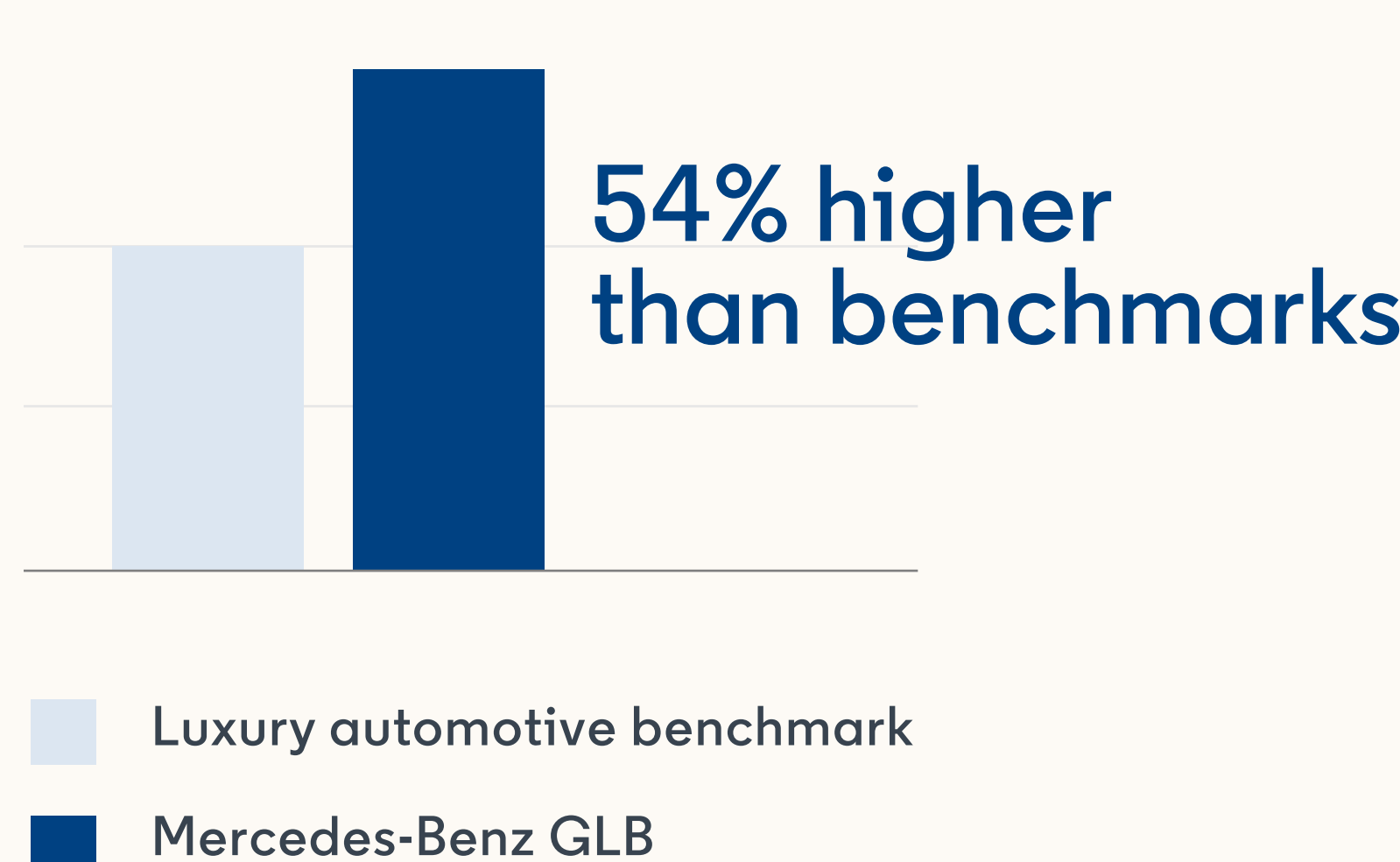


Unexpected Results:

Full-funnel engagement. Full-throttle performance.

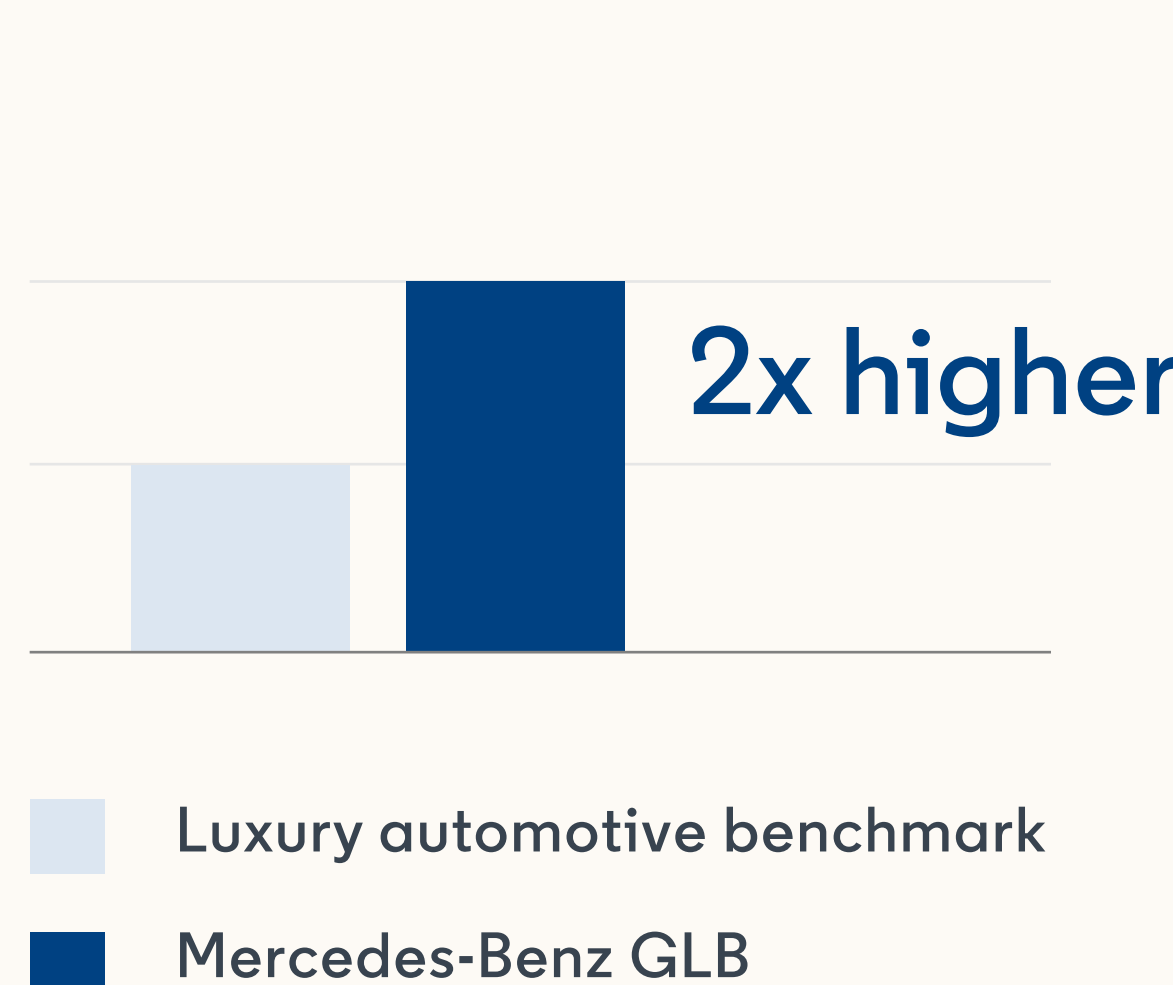
The Mercedes-Benz team was pleasantly surprised to discover that not only did the campaign achieve top-of-funnel awareness objectives, but it also drove mid-funnel and bottom-funnel results. The quality of Mercedes-Benz creative paired with the quality of LinkedIn's audience yielded a relevant, engaging campaign that exceeded expectations.

Clickthrough rates



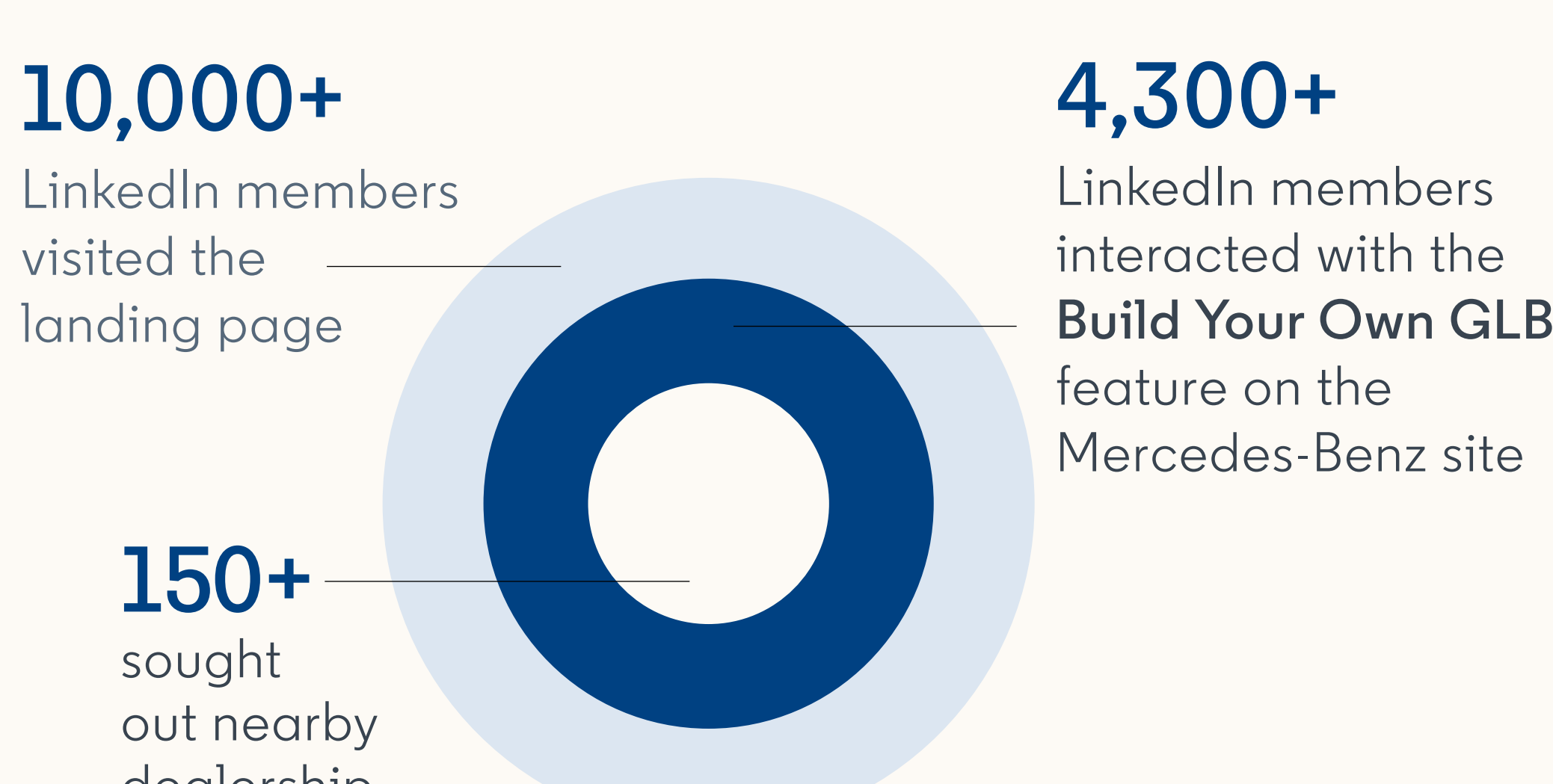
Mercedes-Benz clickthrough rates were 54% higher than luxury automotive benchmarks.

Engagement rates



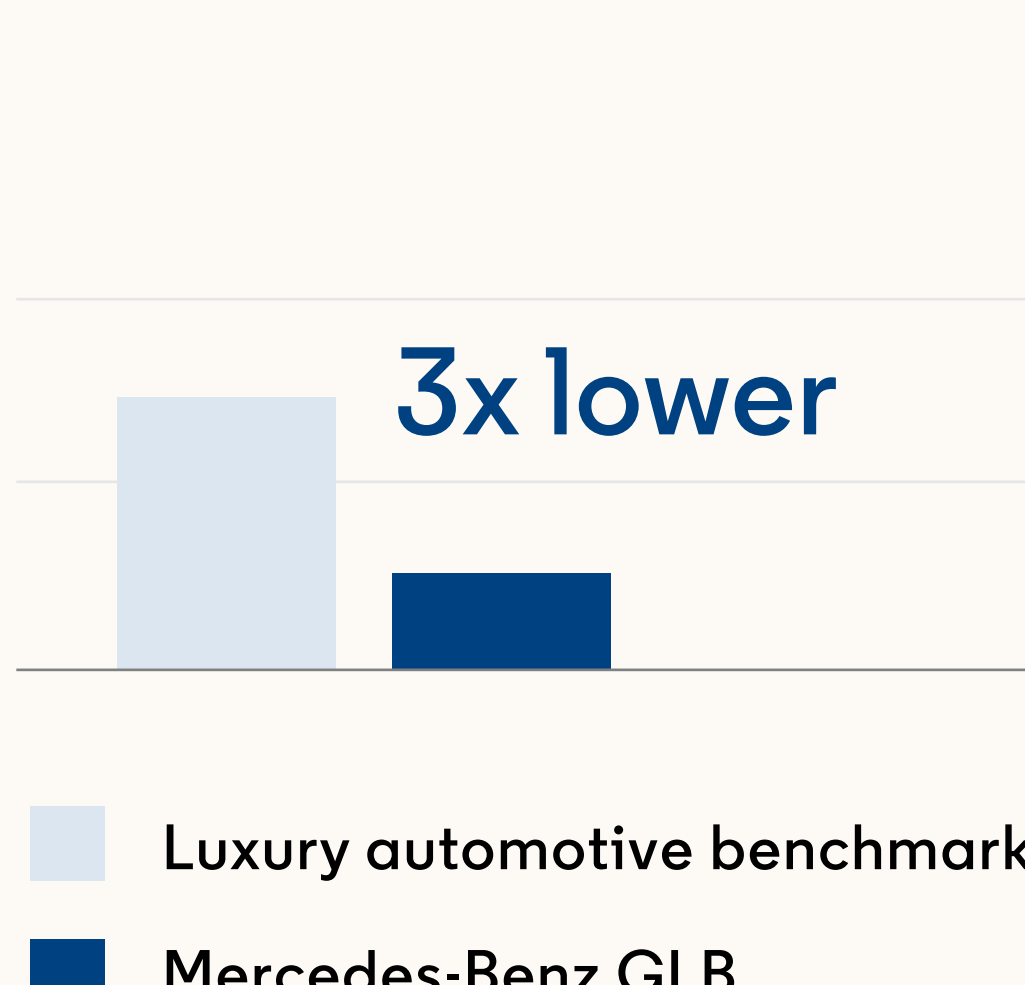
Mercedes-Benz engagement rates were two times higher than benchmarks for the category.

Full-funnel engagement



Up and down the funnel, Mercedes-Benz saw breakthrough engagement.

Cost per conversion



Cost-per-conversion rates were three times lower for Mercedes-Benz.



"It was great to see that LinkedIn can play a role in our full-funnel campaigns in the future. We look forward to creating custom content specifically for LinkedIn's highly engaged audience."

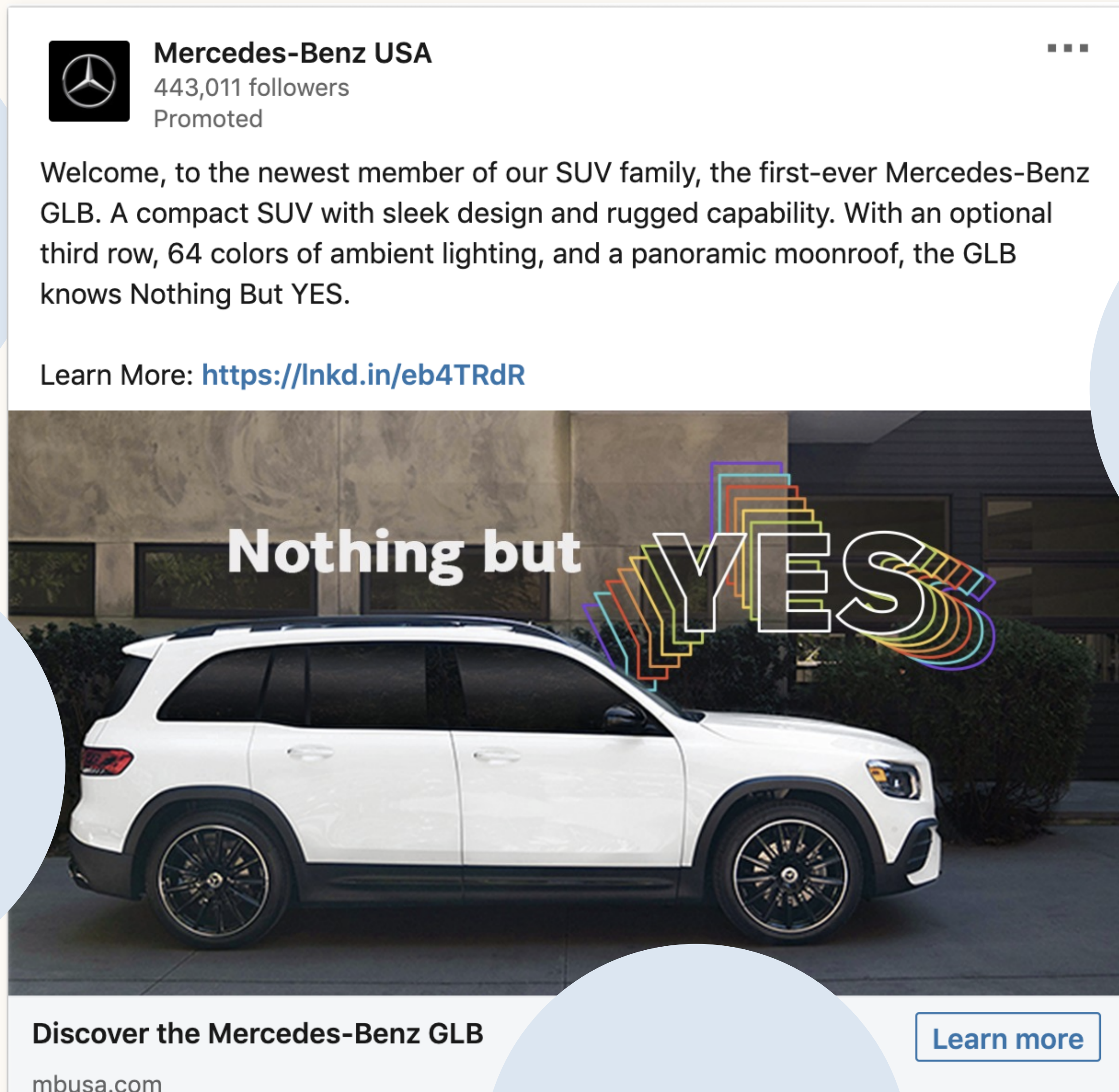
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Why it worked:

Engaging content, delivered to an engaged audience.

Content was bright, colorful, and stood out against LinkedIn's light-colored background.

Mercedes-Benz CPCs were 35% more efficient than similar advertisers'.



Attractive vehicle features such as third-row seating and a panoramic moonroof appealed to the target audience.

Over 80% of clicks came from members with senior+ job titles.

Top engagement came from "Owner," "CEO," and "Founder" job titles.

Next steps:

Reach out to your account team, and start building your campaign.

Visit [LinkedIn Marketing Solutions](#) to learn more.