



How SAS enhanced lead quality and pipeline revenue in ASEAN



Location: North Carolina, USA

No. of Employees: 10K - 20K

Industry: Technology

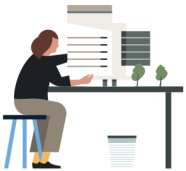


SAS provides a suite of innovative analytics, business intelligence and data management to aid data-driven decision-making. To drive marketing impact in ASEAN countries, SAS turned to a modernized approach of implementing effective marketing campaigns.

Challenge



ASEAN is a single entity that is also wildly diverse. This diversity became a marketing challenge since the team at SAS was performing digital campaigns in silos, for [Singapore](#), [Thailand](#), [Malaysia](#), [Philippines](#), [Indonesia](#) & [Vietnam](#).



SAS faced challenges while optimizing marketing impact, maintaining consistency during geo-activation and tracking results of the digital sponsored ads.

Outcome

SAS' results speak for themselves. The partnership with LinkedIn enhanced their lead quality and increased pipeline revenue. Ultimately the team at SAS was successful in generating **\$2.54 million in sales pipeline in 2019**—equating to a **2035% return on marketing investments**.

\$2.54M

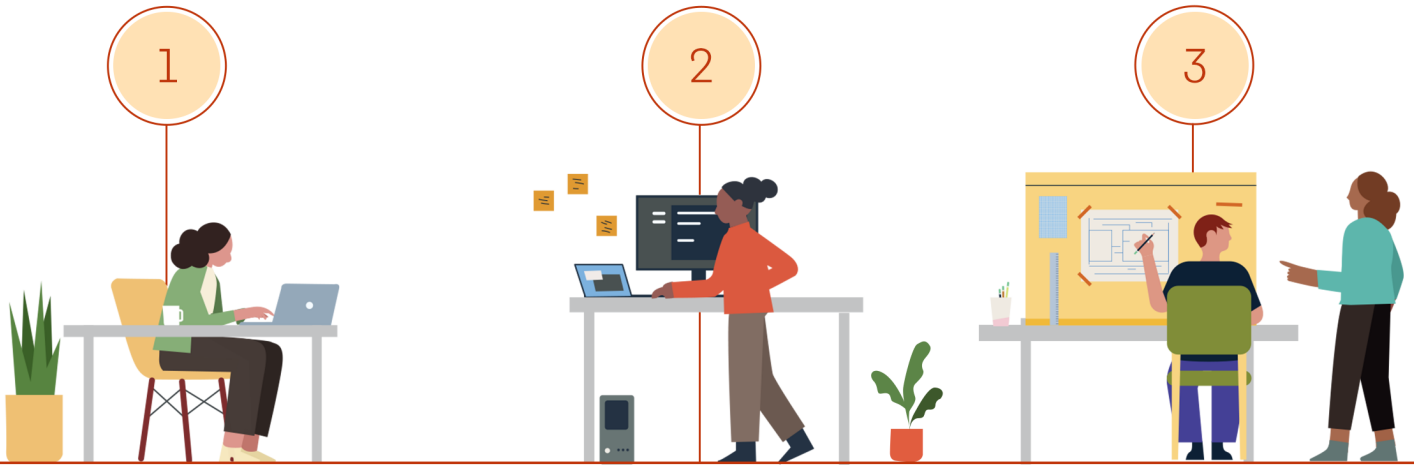
Generated in sales pipeline in 2019

2035%

Return on marketing investments

How they did it

LinkedIn and iProspect assisted SAS with rolling out a fully integrated digital campaign targeting IT Decision Makers and other highly targeted personas; driving them from being prospects at the top of the funnel into highly qualified BANT defined leads.



Sponsored Content

With Sponsored Content, SAS was able to create awareness and consideration early in the purchase process through engaging digital assets such as Carousel Ads and Sponsored Videos

Lead Gen Forms

As part of the full-funnel approach, Lead Gen Forms played an integral part of campaign success by generating high quality and high volume leads

Message Ads (InMail)

They used InMail to target and invite IT Decision Makers members with value and relevance, to their in-person events and webinar series

With LinkedIn's unique data and tools, SAS was able to reach the right audience within the ASEAN countries.

"The team at SAS is constantly working towards engaging their target audience through digital assets. Using LinkedIn's strong member base and advertising tools, we reached out to our top of the funnel prospects to achieve our marketing goals."

Wendy Tey

Marketing Director, ASEAN

