

Making Social Media Add Up

Effective full-funnel strategy using Sponsored Content and Lead Gen Forms results in 34% higher CTR and 96% lower CPL for Refinitiv



Headquarters: London, England | No. of Employees: 10,000+ | Industry: Financial Services



“Personal relationships play a vital role in the Asian business culture and 2020 continues with evolution in this space. However, unique events have brought new challenges. LinkedIn Marketing Solution’s data and technical capabilities enable the same tailored client engagement with meaningful content to reinforce current connections and establish new relationships, solving challenges”

Aubrey Lin

Social Marketing Lead - APAC, Refinitiv



Challenge

A financial market data and infrastructure giant, Refinitiv services more than 40,000 institutions in over 190 countries. As they themselves leverage technology to help customers excel in global markets, they sought a social media partner that would use new ideas and technical capability to deliver a memorable user experience, resulting in a higher click-through rate (CTR) and better sales conversion. The aim was to:

- Leverage social media to **reach quality B2B audiences and engage them** in more comprehensive ways than just top-of-the-funnel awareness. This would result in more **accurate leads and sales conversion** for the business
- Rightly integrate messaging, targeting, technology, data and user experience



Solution

With LinkedIn, Refinitiv decided to embrace a full-funnel, all-in digital strategy and tap the right audience using a combination of content, technology and data. They leveraged multiple LinkedIn features to achieve more than just brand awareness and drive lead generation and sales.

- **Sponsored Content** to deliver thought leadership content to wider and more relevant audiences on LinkedIn
- **ABM and Lead Gen forms** to target only interested prospects



Results

With a thought-leadership first approach, Refinitiv achieved what they were looking for – valuable leads and better conversions, creating business impact.

- 34% higher CTR than average for a sponsored content campaign using ABM.
- An improved CTR of 0.65% from 0.47% in one campaign, and from 0.82% to 1.19% in another, by using Matched Audience.
- Superior performance of carousel ads using LinkedIn Lead Gen Forms - 0.98% CTR (up from 0.62% without Lead Gen Forms) and 12.1% conversion rate (up from 7.89% without Lead Gen Forms).
- Refinitiv also integrated LinkedIn lead gen form with its marketing automation platform. The tracking information feeding seamlessly from LinkedIn to internal system allows Sales team to respond to leads with right context in a timely manner

10M+
impressions in 2019

0.67%
average CTR via Sponsored Content campaigns in the year

96%
lower cost per head when using Lead Gen forms

How They Did It

Refinitiv used instrumental aspects of messaging, target audience and user experience.

- Messaging to capture the potential buyer's attention and generate curiosity. A/B testing between video and single image, to perfect ad strategy and deliver a higher CTR.

- Target Audience is the key to success. LinkedIn's flexible combination of targeting criteria helped filter down the recipients of the message to exactly those who Refinitiv wanted to engage with. They also leveraged Matched Audience to re-market to audiences positioned in the middle of the marketing funnel.
- Good user experience for a better chance of converting audience to leads. Refinitiv leveraged LinkedIn's Lead Gen Forms to help them get the right amount of information from prospective buyers.

Overall Impact

- Leveraging the power of Matched Audience, Refinitiv successfully attracted a constantly increasing flow of traffic on its website.
- Through the flexible combination of targeting criteria, Refinitiv's ABM campaign was able to achieve highly customised messaging.
- Outstanding results were obtained through LinkedIn Lead Gen Forms. Refinitiv was able to track prospective buyers in the right frame of mind and save themselves the trouble of creating their own long contact form.



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"In the rapid-paced global financial marketplace that Refinitiv serves and operates in, we require a reliable and innovative channel to grow our business and drive quality leads. LinkedIn Marketing Solutions ticks these boxes – and is one of our key platforms to reach, engage and entice our customers to Refinitiv's trusted data, solutions and technology. The ability to micro-target sub-segments and communities globally and within APAC, with our leading data sets and content, makes the platform unique."

Kelvin Lee

Global Director of Social Media Experience