

The Route to Halving CPL

How edtech major Talentedge used LinkedIn's precise targeting to drastically improve quality of leads at 50% of the cost



Live & Interactive Digital Learning

Headquarters: Gurgaon, Haryana | No. of Employees: 201-500 employees | Industry: E-learning



"We too believed in the common misconception that LinkedIn is primarily for B2B success, until we leveraged it for our B2C campaigns. We were delighted with the results. It has helped us generate high quality leads from the audience bracket we are focused on."

Ashish Singh Somwanshi

GM Marketing, Talentedge

Reaching the right people, with the right context

Talentedge wanted to reach experienced professionals who were looking to upskill. Their offerings included Professional Certificate Courses and Executive Development Programs. A sizeable learner base of over 450,000, an impressive completion rate of over 90%, and a top-tier list of partner institutes including IIMs, XLRI, MICA, SPJIMR, JWMI, University of Dubai, meant they were already in a position of strength.



Challenge

- Establish leadership in executive education and build awareness about their superior educational partnerships with top Indian and international institutes.
- Reach specific prospects with 4 to 10 years of work experience.
- Generate quality leads while filtering out irrelevant enquiries.
- Introduce ROI efficiencies by bringing down costs per lead.



Solution

Precisely targeted Sponsored Content on LinkedIn facilitated:

- Intent-based audience segregation, so that Talentedge could offer tailored product messages to job seekers and career-switch aspirants separately.
- Content segmentation that allowed reaching the right people with messages relevant to them.



Results

- 25% increase in conversion rates
- Drastic improvement in quality of leads
- Quality engagement on campaigns

2.5M+
average impressions per
campaign

50%
reduction in CPL

How they did it

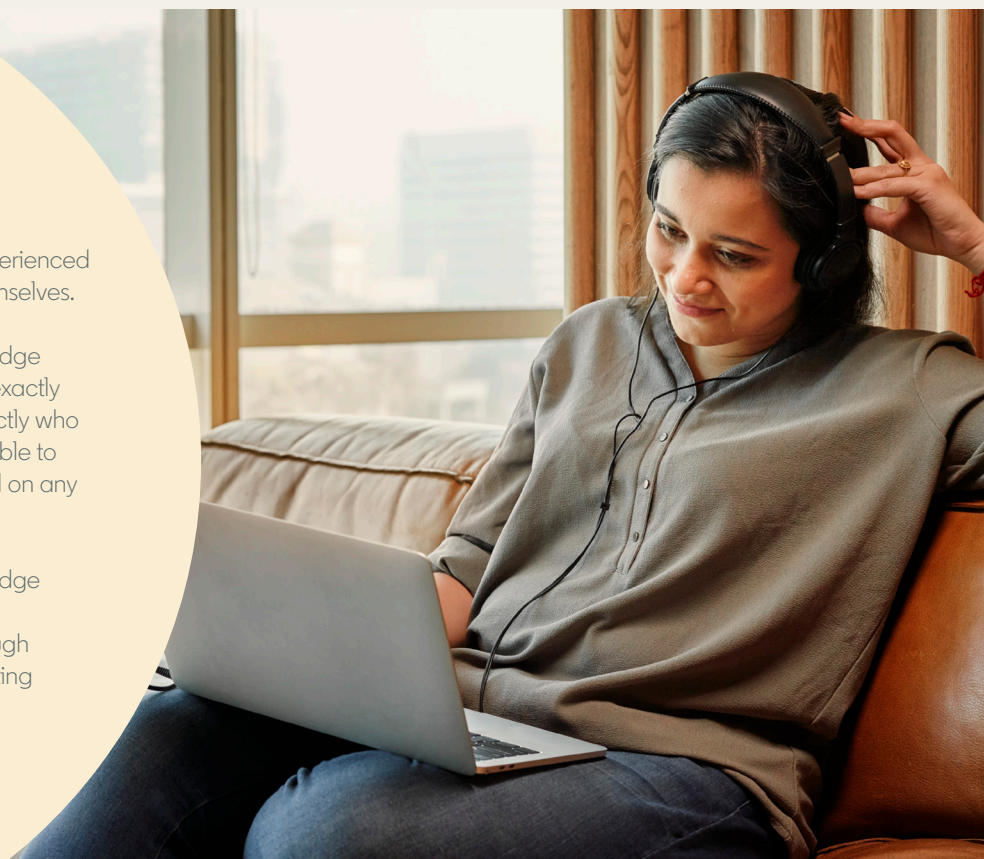
Talentedge leveraged LinkedIn's superior targeting by job function, experience level and industry, to reach more of the right kind of prospects. Crucially, the opportunity for intent-based marketing became key to better conversion rates. Contrary to popular belief, Talentedge's campaign success proved that LinkedIn can be effective as a B2C marketing avenue as well, and deliver high reach, frequency and engagement through tailored content.

Overall impact

It's easy to get distracted by an attentive pool of audiences. But Talentedge used LinkedIn's superior targeting via **job function, experience level and industry**, to reach the niche set of experienced professionals who were looking to advance themselves.

Once they found their perfect audience, Talentedge customised their content for each set to deliver exactly what they were looking for. Since they knew exactly who would receive their communication, they were able to deploy far more tailored content than they could on any other platform.

Using well-targeted Sponsored Content, Talentedge delivered to audiences who had very specific requirements in mind. They engaged them through the funnel and were hugely successful in converting them. The precision of the process ensured that their CPL actually halved from what it had been before their LinkedIn campaign.



"The number of quality leads we generated from LinkedIn and the fact that we halved our CPL, became benchmarks for us. The campaign even resulted in an award from IAMAI at the 10th India Digital Awards, for the best use of digital media."

Sandeep Sharma

Digital Marketing Manager, Talentedge