Linked in Marketing Solutions

Zycus Delivers 7.4x ROI by Precision Targeting on LinkedIn

ZYCUS™

Headquarters: Princeton, NJ | **No. of Employees:** 1300+ | **Industry:** Computer Software

"LinkedIn allows us to achieve a kind of laser targeting that ensures we are aiming at relevant audiences with the right content, thus, boosting engagement and chances of conversion."

Ashish Agrawal
Head of Digital Marketing, Zycus

Challenge

- Being a procurement major, Zycus' target audience included senior procurement professionals within Enterprise and mid Enterprise companies with decision-making powers. What stood between them and their audience was significantly low brand awareness

- They also wanted to improve on the inadequate and inaccurate lead data which was resulting in little/no relevant information for sales teams to follow up on

Solution

- Using LinkedIn's **Matched Audiences**, Zycus successfully excluded the list of existing customers and engaged high-quality lookalike audience instead

- This new set of professional audience was served relevant content and targeted within the native feed based on their job title and function

- Lead Gen Forms aided pre-populating of fields based on a member's LinkedIn profile data, reducing the hassle of filling out a long form while still providing relevant data to marketing automation systems and giving sales team substantive information to follow up

- Running Sponsored Content campaigns with content in regional languages also helped boost event

Results

- Quality lead acquisition across key markets in Europe, Asia-Pacific and North America

- Campaigns delivered approx. **460 leads per month,** with **average cost-per-lead of $29**

- Zycus is now looking to invest more in branding in 2020 as a longer-term strategy

150%
increase in converting yearly MQLs

7.4X
ROI on LinkedIn spends

Situation Analysis

Zycus wanted to reach senior procurement professionals such as Directors, CXOs & VPs in the emerging markets. In doing so, it had to establish brand awareness and become visible to the right audience.

How They Did It

Using LinkedIn's matched audiences and lookalike audience segmentation, Zycus successfully excluded the list of existing customers from regular campaigns. This precise list was then targeted with relevant sponsored content which helped Zycus reach and actively engage with the right audience, resulting in quality lead acquisition across key regions.

With Lead Gen Forms, Zycus targeted ads to the right audience by filtering job titles and functions. Since the audience was getting relevant content, they didn't hesitate in sharing their details, resulting in quality leads.

"Having demonstrated much value by engaging and converting relevant prospects, LinkedIn will continue to be a significant part of our marketing strategy. We have also met people who have praised the content Zycus publishes on LinkedIn. This way, we know that awareness is being generated."

Ashish Agrawal
Head of Digital Marketing, Zycus

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