

Moving the needle on Brand, Demand and ABM



Headquarters Palo Alto, CA
No. of Employees: 10,000+
Industry: Information Technology & Services

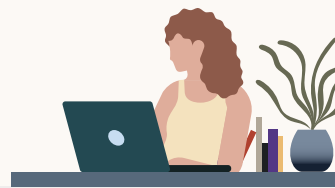


HP Business Personal Systems and PHD partner with LinkedIn for a full-funnel audience strategy and brand study



The Challenge

- Reach, nurture and shift **brand consideration** across key audience segments
- Gather **deep firmographic behavioural insights** on key segments to shape future strategic planning such as frequency, creative preference and optimal brand-to-demand ratio
- Penetrate reach and engagement in key account list and advance **Account Based Marketing (ABM)** objectives

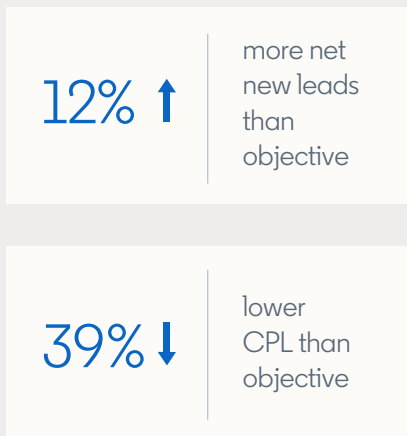


The Results

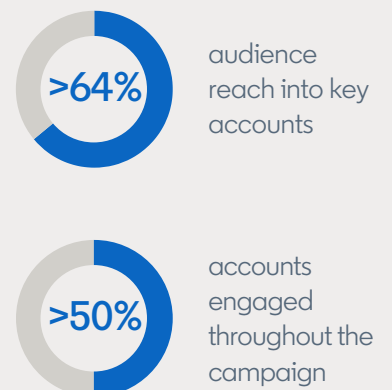
From a **brand** perspective, the campaign saw:

- 9+ uplift in exposed audience to message association (strength in creative)
- 9+ uplift in ad recall (strength in audience mindset and relevance)
- 8+ uplift in consideration against key competitors

From a **demand** perspective, a key segment achieved:



From an **Account Based Marketing** perspective, the campaign achieved:



The Solution

HP and agency PHD partnered with LinkedIn's Marketing Solutions and Research & Insights teams to formulate a full-funnel, multi-faceted strategy across five key audience segments. The strategy allowed for deep exploration and understanding of audiences behaviour on the LinkedIn platform, providing key measurement metrics and tactics to set the campaign up for long term success. Together we:



- **Defined objectives across tactics** to report on campaign measurement involving establishing frameworks for analysis on ABM, Full Funnel and Brand Impact.

- **Devised five full-funnel approaches** by segmenting and defining key audiences using LinkedIn's first-party data & HP's Key Account list.



- **Executed multiple Brand to Demand studies across audiences** to uncover the unique behaviour of each segment as they were nurtured down the funnel. This delivered an understanding of creative resonance and preference, frequency for lead action and firmographic tendencies.



- **Overlaid activity with a Brand Impact study** to complement performance metrics with brand health metrics of ad recall, message association and consideration against competitors.

- **Leveraged various creative formats** (Carousel Ads, Video Ads, Lead Gen Forms) as well as in-platform remarketing capabilities to harness the full power of in-channel nurture.



Working with LinkedIn Marketing Solutions, we were able to run multiple tactics at the same time and under one umbrella. The deep insights that we uncovered went into a custom audience playbook for HP that will influence its future audience planning.



PHD Agency ANZ