

How VMware Gets Closer to Decision-Makers and Drives Growth



Challenge

VMware, a global leader in cloud computing and virtualization software and services — wanted to serve the right content to aid influencers and decision makers at target companies throughout the buying process.



Solution

To deliver the right content to the right audience at the right time, VMware developed:



A sophisticated omni-channel framework, leveraging:

- Multiple channels
- Data points
- Targeting segments
- Customized content offerings (ranging from thought leadership to product trials)



A series of campaigns targeting:

- Named accounts
- Website activities
- Seniority
- Job titles
- Member interests
- Geography



The series of campaigns used a mix of LinkedIn products to deliver different offers based on stage of the funnel and previous engagement behavior:

- Single Image Ads
- Carousel Ads
- Video Ads

VMware retargeted prospects who watched more than **25% of its LinkedIn Video Ads** with content for the next stage of the funnel.

 **>25%**



This effective blend of LinkedIn ad formats helped VMware:

- ✓ Bring its stories to life
- ✓ Capture the highest levels of interest
- ✓ Drive key accounts to conversion points throughout the funnel

Results

in many VMware campaigns:

3x

higher click-through-rates than LinkedIn industry benchmarks

50%

lower cost-per-lead than LinkedIn industry benchmarks

“Engaging with VMware customers and prospects across digital channels with relevant and personalized experiences is essential to our omnichannel marketing strategy. Aligning campaign creative and tone to the mindset of the buyer and where they may be in the customer journey have resulted in successful outcomes.”



Cindy Phan
Senior Manager of
Global Digital Strategy