

**SnapLogic and VertoDigital
Test Event Ads Strategy on
LinkedIn and See Significantly
Lower Cost per Registration for
their Global Virtual Summit**



STRATEGY

SnapLogic's agency, VertoDigital, in collaboration with LinkedIn recommended a test of LinkedIn's Event Ads to promote their Global Virtual Summit

What was SnapLogic's Marketing Challenge?

- In previous activations to promote events on LinkedIn, SnapLogic did not have much success with conventional Single Image Ads.
- They had experienced very few registrations with Cost per Registration ending up considerably higher than their benchmark Cost per Lead at 56.6% higher than CPL across all other LinkedIn campaigns in 2023.

How did LinkedIn's Events solution help?

- Leveraging Event Ads solutions resulted in a very successful number of leads and significantly lower Cost per Registration for SnapLogic.
- The Event Ads strategy put forth by VertoDigital and LinkedIn resulted in a much higher CTR in comparison to their Single Image Ad campaigns for the same event.
- In addition, by utilizing event registration lead routing via a LinkedIn Certified Marketing Partner - SnapLogic was able to collect registration data and send it in real time to Marketo, eliminating any manual download or upload of leads.



RESULTS

LinkedIn Event Ads drove a 76.8% lower Cost per Registration than Single Image Ad campaigns for a similar event

Additional Impact: Lower CPC, CPL and higher CTR!

- CPC lowered by 44.4% in comparison to the Single Image Ad campaigns for the same virtual event
- SnapLogic's CPL reduced by 45.25% in comparison to the CPL for all LinkedIn campaigns they ran in Q1 2024
- A CTR increase of 28.2% was seen in comparison to Single Image Ad campaigns for the same event

"Partnering with VertoDigital on LinkedIn Event Ads has been a game-changer for us. Their expertise helped us achieve a Cost per Lead 45.25% lower than our Q1 2024 CPL and significantly reduced our overall campaign costs. This collaboration highlights the immense value of innovative advertising strategies in driving efficient and impactful results."

—Tim White, VP, Corporate Marketing at SnapLogic



45.25% ↓

Decrease in Cost per Lead in addition to overall significant reduction in campaign costs

SnapLogic's success was driven by strategic execution and the right tools—including LinkedIn Ads integration with a marketing partner, which automates managing leads

How did this maximize the impact?

SnapLogic used LinkedIn's marketing partner to eliminate manual lead management work for their team. With this LinkedIn Ads integration:

- Immediate follow-up: Registrants received confirmation emails and were seamlessly placed in the correct email workflows without delay
- Real-time efficiency: Data was automatically sent to Marketo, eliminating the need for time-consuming manual downloads or uploads.

This automated workflow was a game-changer for SnapLogic's campaign success. Without it, their marketing team would have been bogged down manually handling data—a process prone to delays and inefficiencies that could have hindered their ability to maximize ROI.

