SAS

Industry: **TECHNOLOGY**

Region: **US**

SAS uses LinkedIn Programmatic Display Ads to reach their target audience more effectively in a premium environment at a fraction of the cost.

Client Objective/Challenge

In the first quarter of 2018, SAS wanted to run an ad campaign to drive downloads of their whitepaper. SAS had display ads they wanted to run to reach a key target audience

Their target audience was HR professionals in business who could utilize their software. Historically, this niche group has been difficult to target through third-party data.

Solution

LinkedIn's programmatic team developed a custom segment to target HR managerial professionals for companies with 1000 or more employees.

With a goal of driving conversions through downloads of whitepapers, LinkedIn performed so well that there was little need to optimize. Aside from one frequency adjustment, the campaign was plug-and-play, giving the SAS ad buy high visibility at effective rates.

Results

• LinkedIn's CPA was **10% the cost** of the most expensive publisher!

• The SAS team ran ads on about 200 sites and used 5 data partners to layer on data, of all of them, **LinkedIn generated more whitepaper downloads to drive leads further down the marketing funnel.**

• Outside of adjusting frequency once, the campaign was plug-and-play!

Top Performers

Conversions

						CPA ($)
Pub 1	Pub 2	Pub 3	Pub 4	Pub 5	LinkedIn	
5	55	8	1	83	1,070	

Conversions ▬▬ CPA