

Eftsure sees a 40% reduction in cost per lead with Dreamdata's LinkedIn Conversions API connector



eftsure

Location: North Sydney, NSW | No. of Employees: 200
Industry: FinTech

Eftsure, a FinTech solution based in Australia, achieved outstanding marketing results by integrating LinkedIn Ads with Dreamdata insights. Through precise targeting and enhanced tracking capabilities, Eftsure reduced their cost per lead by 40% and increased their return on ad spend by 10%. Dreamdata's connection to the LinkedIn Conversions API enabled a comprehensive ROI analysis, highlighting the impact of brand advertising on the sales pipeline and justifying investments in full-funnel marketing strategies.



Challenge Tying ad performance to offline behaviors

- Australian FinTech solution Eftsure works with finance teams to protect outgoing payments from fraud.
- Eftsure already found success in expanding its global market with LinkedIn Ads. The platform offers unsurpassed targeting capabilities that enable Eftsure to serve relevant ads to CFOs and Finance teams.
- As their market grew, Eftsure needed enhanced measurement capabilities to more accurately track the offline impact of their ads and measure ROI holistically.
- Attribution proved to be a significant challenge, particularly in quantifying the influence of advertising on revenue. Eftsure needed a solution that could provide insights into how their campaigns contributed to lead generation and conversions.

“On LinkedIn, you've got really precise targeting. You're hitting the right people, the right audience, and you're able to serve them the right kind of messages. So for us, it's like the no-brainer channel to go to.”

Luke Fielding

Head of Demand Generation
Eftsure





“The Dreamdata LinkedIn Conversions API connection has enabled Marketing to be in the driver’s seat for budget conversations. We can now confidently track campaign impact through the entire funnel and say, ‘We can spend up to this amount and almost guarantee the results – how much budget are you willing to give us?’”

Luke Fielding

Head of Demand Generation
Eftsure



Solution

LinkedIn Ads powered by LinkedIn Conversions API and enhanced by Dreamdata insights

- Taking advantage of LinkedIn's powerful targeting capabilities to reach CFOs, Eftsure leveraged Dreamdata’s LinkedIn Conversions API to serve ads and verify those ads were seen by the most relevant audience segment, increasing the likelihood of engagement and conversion. The company implemented a full-funnel nurture strategy from brand awareness to consideration and lead generation.
- To improve their tracking and measurement capabilities, Eftsure integrated Dreamdata with LinkedIn Ads. The LinkedIn Conversions API connection allowed Eftsure to track offline conversions more effectively, providing insights into how their campaigns on LinkedIn contributed to pipeline and revenue outcomes.
- Additionally, Eftsure integrated LinkedIn Ads and Dreamdata with their Hubspot CRM, enabling a steady cycle of insights and opportunities across the full funnel.

“There are two key areas where we’ve seen great success with Dreamdata and the Conversions API: Getting a full view of measurement across the funnel, and how that helps inform strategy and stakeholder conversations internally.”

Luke Fielding

Head of Demand Generation
Eftsure



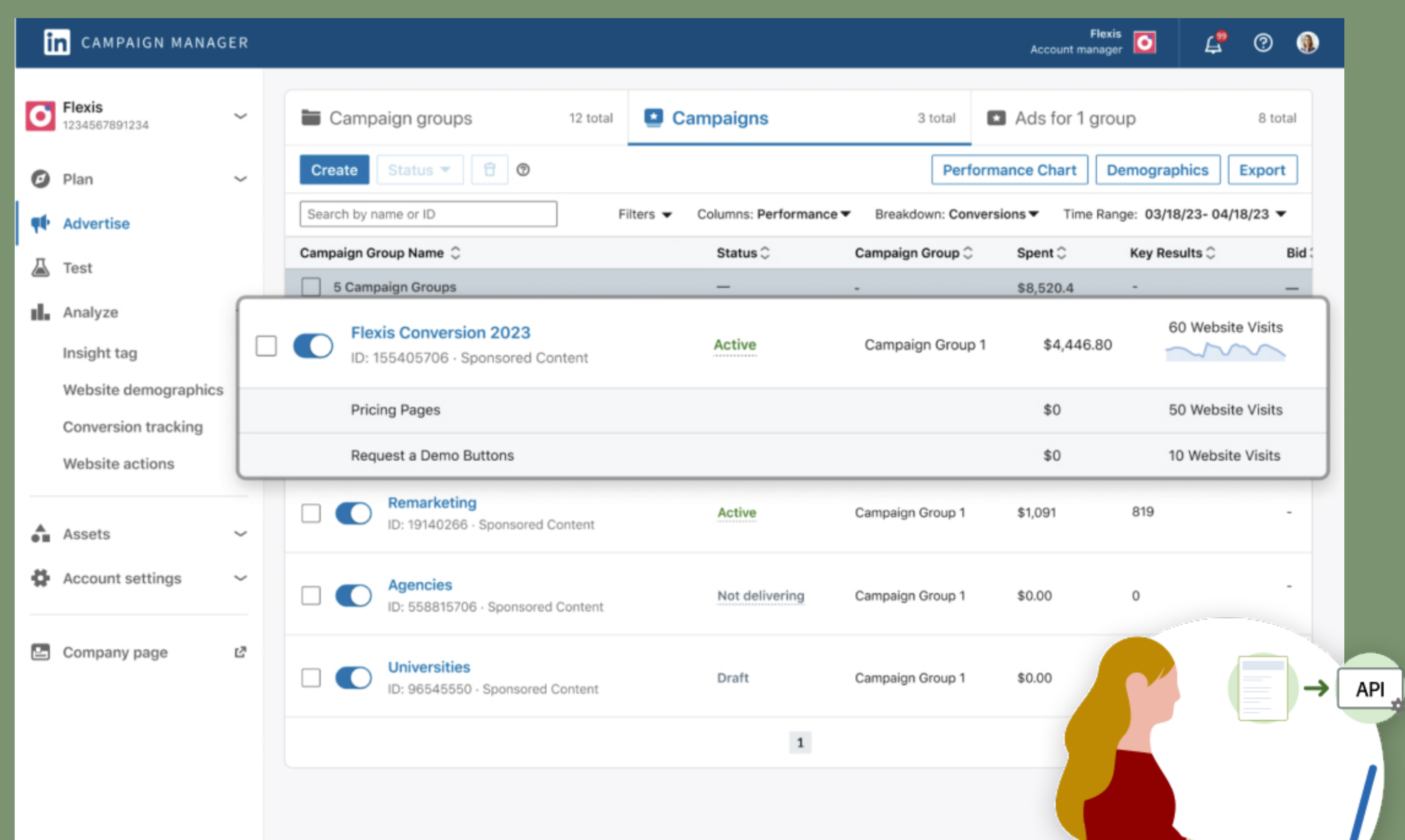
“The integration between LinkedIn Ads and the Conversions API connection via Dreamdata have surfaced valuable insight to validate our strategy of storytelling. The attribution reporting in Dreamdata has helped us to have better discussions around ROI and has made it easier to get budget approved from management.”

Niek Dekker

Head of Marketing
Eftsure



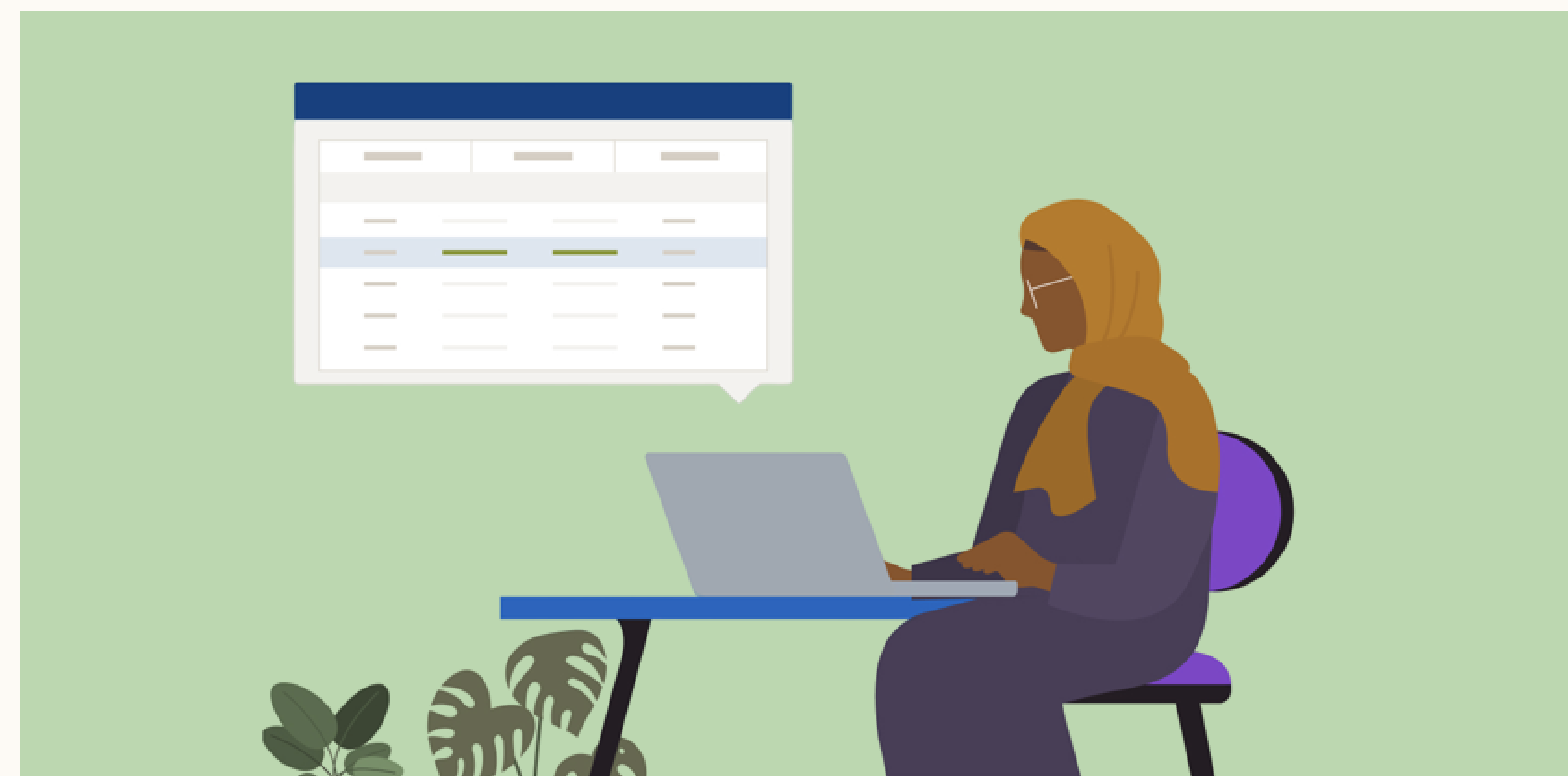
Results Data-backed results



- After implementing conversion tracking via Dreamdata's LinkedIn Conversions API connector, Eftsure saw a significant 40% reduction in cost per lead.
- Streaming data through Conversions API and Dreamdata also led to a 10% increase in return on ad spend (ROAS).
- Eftsure was able to prove the effectiveness of brand activity on the platform and unlocking data not inherently available in the LinkedIn Campaign Manager
- Prior to tapping into Dreamdata's LinkedIn Conversions API connection, marketing's contribution to the sales pipeline ranged from 15-20%. However, with the implementation of advanced tracking and measurement capabilities through Dreamdata and the LinkedIn Conversions API, Eftsure was able to elevate marketing's demonstrated pipeline contribution to an impressive 35-40%.

Unearthing insights that justify investments

- By integrating Dreamdata's solution with LinkedIn Ads, Eftsure tapped into comprehensive ROI analysis and offline conversion insights. This analysis provided detailed visibility into the impact of their LinkedIn Ads campaigns on key metrics such as quality lead creation, deal creation, and closed-won revenue.
- One of the major insights revealed by Dreamdata was the significant influence of brand advertising on the sales pipeline. By attributing brand advertising efforts to closed-won revenue, Eftsure was able to justify investments in brand and full-funnel marketing strategies.



Insights inform marketing strategy

- The continual feedback loop, paired with LinkedIn's targeting capabilities and Dreamdata's attribution modeling, led to a significant improvement in ad efficiency and performance.
- Accurately attributing conversions to specific LinkedIn Ads campaigns gave Eftsure clear visibility into which strategies were driving the best results.

