

Beamery cuts CPL by over 60% with LinkedIn Ads and Adobe Marketo Engage



Location: London, UK | No. of Employees: 500
Industry: Software Development

Beamery, a leader in talent lifecycle management, has successfully been using LinkedIn advertising since 2016. As their marketing efforts matured, the volume of leads generated on LinkedIn increased — leaving Beamery in need of a lead management solution to make sense of all that data. Enter Adobe Marketo Engage, a trusted product that bridged LinkedIn and Beamery’s CRM, turning their torrent of data into a streamlined system for managing, optimizing, and converting high-quality leads.



Challenge

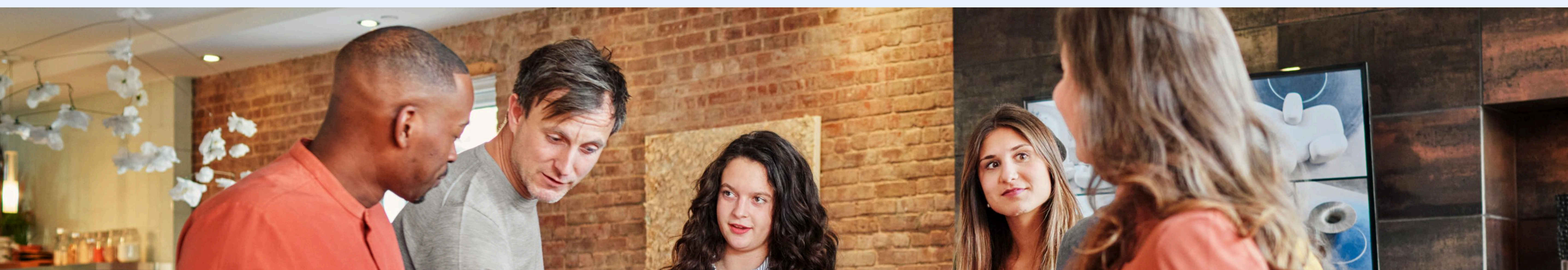
A mountain of leads in need of management

- LinkedIn’s unparalleled targeting capabilities have proven to be an ideal fit for Beamery’s B2B marketing efforts. However, they struggled to optimally integrate LinkedIn’s lead gen form data with their CRM.
- The lack of structured lead management made it challenging to prioritize and follow through on the high volume of leads LinkedIn was generating for Beamery.
- Tracking and measuring marketing effectiveness was difficult as well, due to unclear lead data. This clouded the process of optimizing campaigns.
- Beamery also sought a solution that would optimize and simplify the lead follow-up process, especially for key marketing moments like their Spark Live event.

“Marketo Engage was pivotal in bridging our LinkedIn lead data with event host Goldcast, helping us achieve a 69% reduction in cost per lead and streamlining the lead management process for our biggest yearly event.”



Beatriz Rodrigues
Paid Marketing Specialist
Beamery





Solution

Marketo Engage makes sense of LinkedIn lead data

- Beamery turned to lead management solution Marketo Engage to act as an intermediary between LinkedIn and their CRM. Unlike a direct integration, which might only sync leads from LinkedIn to a CRM, Marketo Engage allows for sophisticated data handling, organizing the data to optimize its usefulness.
- Through integrating LinkedIn Lead Gen Forms with Marketo Engage, Beamery streamlined the lead management process, enabling better data filtering and reporting.
- Marketo Engage provided clear visibility into lead quality and campaign performance, allowing Beamery to refine their marketing strategies and measure ROI more effectively.



“Marketo Engage is the backbone of our marketing campaigns, seamlessly integrating our CRM data with LinkedIn to power impactful audience building, precise retargeting, and comprehensive performance tracking. This integration empowers us to optimize every stage of our marketing strategy, enabling more personalized, data-driven campaigns that resonate with our target audience. By uniting these platforms, we’ve streamlined our lead generation process, elevated engagement, and significantly boosted ROI.”

Vilma Edwards

Director of Digital and Marketing Operations, Beamery



Results

A seamless flow of lead data that translates to real value

- The Marketo Engage integration enabled better tracking and analysis of lead quality, resulting in more effective follow-up and conversion strategies.
- The integration improved reporting accuracy and insights, helping Beamery make data-driven decisions while optimizing their lead generation efforts.
- With greater clarity around leads, Beamery was able to turn to campaign optimization. A Sponsored Messaging campaign achieved a 64% lower cost per lead compared to single image ads.
- Beamery also enjoyed a 69% reduction in cost per lead during the Spark Live event, thanks to the seamless transfer of leads from LinkedIn to their event host through Marketo Engage.

↓ 64%

Lower cost per lead

when using Sponsored Messaging compared to single image ads.

↓ 69%

Reduction in cost

per lead when using LinkedIn and Adobe Marketo Engage to facilitate seamless event registration.



Marketo Engage makes event registration a breeze on LinkedIn

“Marketo Engage serves as the backbone of our campaigns at Beamery. It seamlessly connects our CRM data with LinkedIn and other platforms, which is crucial for audience building, retargeting, and tracking campaign performance. With LinkedIn and Marketo Engage, we can optimize every stage of our marketing efforts.”



Beatriz Rodrigues

Paid Marketing Specialist
Beamery

- Beamery used LinkedIn and Marketo Engage to facilitate event registration for their largest yearly event, Spark Live.
- Using LinkedIn’s advanced targeting capabilities in conjunction with Marketo Engage helped Beamery identify and engage high-quality leads for the event, leading to a more engaged and relevant audience.
- Marketo Engage facilitated the seamless transfer of lead data from LinkedIn to Goldcast, so registrants for the Spark Live event received timely and accurate follow-up communications.
- The integration helped Beamery achieve significant cost savings, reducing the cost per lead by 69% and maximizing the ROI of their event marketing efforts.