



Workfront nurtures anonymous website visitors and generates leads with LinkedIn Lead Accelerator

Workfront is a cloud-based Enterprise Work Management solution designed to help enterprise teams—from IT to Marketing, to company leadership—eliminate the typical chaos of work and gain greater visibility company wide. Workfront covers the entire lifecycle of work, from request to report, in one easily adoptable platform.

On average more than 96 percent of the visitors to Workfront’s website leave without converting—a challenge shared by most B2B marketers with savvy products and long sales cycles. Micah Beals, Director of Digital Marketing at Workfront saw this as a huge opportunity. “In B2B you can’t expect most of your anonymous visitors to convert on their first visit to the website,” he explained. “To combat this we’ve tested website retargeting with various vendors in the past, but they’ve always missed our cost per lead targets.”

Segmenting and Nurturing Anonymous Website Visitors

Workfront needed a solution that was catered to the B2B sales cycle—one that would speak to the unique needs and interests of its website visitors. Using LinkedIn Lead Accelerator, Workfront nurtured prospects with waves of LinkedIn Sponsored Updates, Facebook Newsfeed, and display ads.

“Multi-channel nurturing makes sense—the sequencing and personalization of ads aligns well with the B2B sales cycle.”



Micah Beals
Director of Digital Marketing
Workfront

Objectives

- Convert more of its anonymous website visitors into leads

Target Audience

- IT professionals
- Marketers
- Other enterprise decision makers

Results

- Generated over 640 leads in just three months at a cost well below target

Using website navigation, anonymous visitors' business demographic data and more, Workfront developed a variety of nurture streams that were customized for different audience segments. For example, after visiting (then leaving) the solutions page on Workfront's website, IT professionals would see sequenced waves of ads over a several week period that were very specific to IT and related to its solutions, while other (non-IT) visitors would see different sets of ad creative and calls to action.



IT professionals visiting the high-value Solutions page would receive ad creative tailored to their product interests.

Workfront's multi-channel nurturing strategy also included nurture streams that were specific to marketers and other types of professionals who visited the home page, solutions page, pricing page, and more. Based on this criteria, each nurture stream offered a unique sequence of content and calls to action delivered via display and social advertising.

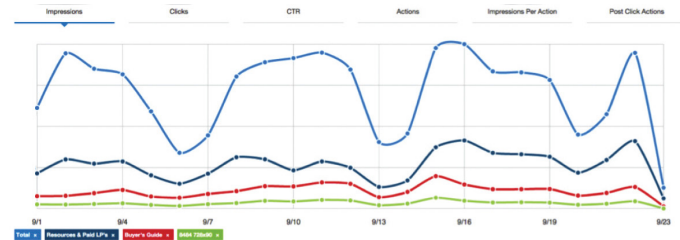
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Results and Measurement

Workfront used **Full-Funnel Analytics** to measure the performance and impact that Lead Accelerator had on its lead generation goals. It tracked key metrics such as impressions, clicks, conversions, and more, and could drill down to see performance at the creative level and optimize accordingly.



Workfront also measures "post-view" conversions, which shows the impact of display and social ads on driving a conversion even if the prospect didn't click on the ad.

In just three months, Workfront generated more than 640 leads via Lead Accelerator at a cost well below their cost per lead targets. "Conceptually, multi-channel nurturing makes sense—the sequencing and personalization of ads aligns well with the B2B sales cycle," Beals explained. "We're happy to see that the hypothesis has been confirmed by the great results it has driven."