



HubSpot drives high-quality leads with Sponsored Updates in the LinkedIn feed

In the search for quality leads, HubSpot, a pioneer of inbound marketing, used LinkedIn Sponsored Updates to reach marketing professionals with timely, relevant content in the LinkedIn feed. As a result, LinkedIn drove more qualified leads than any other paid lead generation platform during the campaign period.

Challenge

HubSpot wanted to engage marketing professionals in small- to medium-sized businesses by targeting them with industry-leading ebooks, webinars, and how-to guides, with the ultimate goal of generating traffic and leads.

Solution

LinkedIn provided the right professional context for HubSpot to connect and build relationships with marketers. Sponsored Updates allowed their relevant content to appear alongside organic content in members' LinkedIn feeds -- delivering highly visible messages to specific audiences across desktop, mobile, and tablet devices.

As part of their Sponsored Updates campaign, HubSpot:

- Expanded their targeted reach among the most relevant audiences for each piece of content
- Promoted their top-performing offers in a professional context
- Strengthened its lead generation program and captured contact information
- Gained instant feedback on which content drove the most engagement

Results

LinkedIn Sponsored Updates has been one of the most successful lead generation campaigns for HubSpot, as the quality of leads is much higher than other paid media platforms.

- **400%** more leads within their target audience than lead generation efforts on other platforms
- **One of the largest** paid lead generators during the campaign

Campaign Screenshots

HubSpot used Sponsored Updates to drive qualified, targeted leads by promoting their best offers and content to marketing professionals alongside organic content on LinkedIn.



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“LinkedIn’s Sponsored Updates are the perfect marriage between its professional audience and our promotional content. This tool doesn’t just deliver leads – it brings us quality prospects in our target business-to-business market, at a cost per lead that makes sense for our business.”

Mike Volpe
CMO
HubSpot

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