



MarketShare builds sales pipeline with high-quality leads

Marketing innovator uses LinkedIn Display Ads to educate marketers on analytics solutions for marketing measurement and optimization.

By bringing analytics and big data to marketing, MarketShare helps business leaders find out what really drives demand in order to improve and optimize marketing effectiveness. A Display Ad campaign on LinkedIn has helped MarketShare reach new, untapped audiences to keep its sales funnel at capacity.

Raising awareness of big data solutions for marketing

Los Angeles-based MarketShare has been growing rapidly as companies adopt its approach to applying analytics to the marketing function. The challenge, explains Andrew Hahn, MarketShare's Senior Manager of Online Marketing, is meeting this fast-paced growth with a healthy supply of qualified marketing leads, while also educating prospective customers about the value of MarketShare's services.

"It's always hard to quantify the impact of marketing - and it's one of the last business practices to be affected by analytics and big data," Hahn says. "We're at the forefront of technical innovation when it comes to big data and leveraging it for results on marketing. More and more businesses are holding marketers accountable for their budgets and campaigns."

Challenge

- Reach marketing decision makers
- Raise awareness of solutions for marketing analytics
- Increase quality of sales leads in the funnel

Solution

- LinkedIn Display Ads
- LinkedIn's accurate targeting capabilities

Why LinkedIn?

- Professional audience is highly engaged, seeks solutions to marketing challenges
- Precise targeting helps ad campaigns reach desired audiences
- Quality leads are more likely to convert

Results

- Average clickthrough rates of 0.10% - double MarketShare's expectations
- Campaign acquires leads in new verticals
- High-quality leads are engaged and move further down the sales funnel

MarketShare needed to reach an audience with a stake in addressing the problem of marketing accountability, and that would be open to learning about new solutions. "Initially, we grew our business through word of mouth and partnerships," Hahn says. "But we needed to introduce business into the funnel much faster, which led us to LinkedIn. People are on LinkedIn to learn how to become better performers, and to make changes in their organizations - they're actively interested in improving their skills."

Display Ads focus on problem-solving, offer takeaways

To drive awareness of the role of analytics in gauging marketing success, MarketShare launched a Display Ad campaign on LinkedIn, aimed at marketing executives at companies with more than 1,000 employees. "We love the ability to target our campaigns in a way that we can't do elsewhere online," Hahn says. "Our goal in generating leads is quality over quantity, and LinkedIn lets us reach quality targets."

The MarketShare Display Ads played up the accountability and big data angles to appeal to marketing professionals. "Can your marketing strategy pass the CEO test?" was the headline for one ad, which offered a free article on marketing accountability. Another ad with the headline, "Big Data = Big Deal," offered an article on analytics trends affecting marketing.



MarketShare's Display Ad on LinkedIn

"LinkedIn's ability to target our campaign helped us find the quality leads we needed for the sales funnel. We're starting conversations with the right people, which means increased conversions down the line."



Andrew Hahn
Senior Manager of Online Marketing
MarketShare

High clickthrough rates yield quality leads

Clickthrough rates for the MarketShare campaign averaged 0.10%. "This was probably double our expectations," Hahn said. "We'd never seen such a high-quality response before." The high response also attracted the valued audience that MarketShare sought. "We brought in brand-new leads from companies that didn't know about us, and they were interested in what we had to say," Hahn said. "We also increased penetration into high-value verticals, such as financial services and retail."

Hahn was also impressed by the high rate of engagement of leads derived from the LinkedIn campaign. "They show an ongoing interest in our thought leadership material, and they've continued down the sales funnel," Hahn explains. "And their conversion rates for filling out our lead generation forms are higher than for online ads we've run elsewhere."

The display ad campaign, Hahn says, achieved MarketShare's goal of connecting with marketers who are seeking an answer to the problem of accountability. "LinkedIn's ability to target our campaign helped us find the quality leads we needed for the sales funnel," Hahn says. "We're starting conversations with the right people, which means increased conversions down the line."

Visit marketing.linkedin.com to learn how other marketers have successfully met their marketing objectives.