eftsure

Headquarters: North Sydney, Australia | **No. of Employees:** 51 – 200 | **Industry:** Information Technology & Services

Full-funnel demand marketing strategy drives 50% higher ROI

CHALLENGE

To create and capture demand for a solution with almost no intent in the market

SOLUTION

- Built custom audiences using job titles, job functions, seniority and layered on exclusions to reach precise audiences

- Used Matched Audiences to create lookalike audiences from existing sales leads

- Invested in engaging and thought-provoking ads:

  - **Top-funnel branding:** Videos, testimonials, thought leadership to introduce Eftsure and its solution

  - **Mid-funnel prospecting:** Useful guides, checklists, best practices via Lead Gen Form to build on top-funnel intent

  - **Bottom-funnel retargeting:** Product content and free demos to retarget engaged audiences

RESULTS

Eftsure's full-funnel approach earned them:

35%
of total pipeline influenced by LinkedIn Ads

-25%
lower Cost Per Opportunity vs other digital channels

50%
higher ROI vs other digital channels

Visit **marketing.linkedin.com** to get started with LinkedIn Marketing Solutions.

LinkedIn Marketing Solutions