

“A table-stakes integration”: MarketerHire enhances lead quality and reduces costs with LinkedIn and Zapier



Location: San Francisco, CA | No. of Employees: 100
Industry: Talent marketplace

MarketerHire, a leading on-demand talent platform to hire expert marketers, dramatically enhanced their own marketing strategies by integrating LinkedIn Ads with [Zapier](#) and [HubSpot](#). This integration facilitated a significant improvement in lead quality and a reduction in cost per lead by 30%, empowering MarketerHire to scale their advertising efforts and achieve more targeted and effective marketing outcomes.



Results

Increase conversions and appointment scheduling with qualified clients

- Following the integration of Conversions API, MarketerHire experienced a 30% decrease in the cost per qualified lead.
- There was a notable increase in overall appointments and form fills, with a 35% improvement in the conversion rate from appointment to qualified buyer.

↓ 30%

Decrease in cost per qualified lead

↑ 35%

Improvement in conversion rate from appointment to qualified buyer



More robust measurement capabilities

- With the full-funnel measurement capabilities enabled by this integration, MarketerHire gained deeper insights from upper-funnel campaigns down to lower-funnel conversions.
- This clear view of the marketing funnel allowed MarketerHire to optimize their resource allocation and ensure their campaign spend was boosting ROI and driving business growth.



Better visibility and quality of leads

- LinkedIn's robust targeting capabilities, combined with Zapier's real-time sharing of HubSpot CRM data, allowed MarketerHire to observe where the quality leads were coming from, enabling them to better target and convert high-value prospects.
- With clearer visibility of their funnel, MarketerHire was able to tailor their messaging to better meet the needs of high-value prospects.



Challenge

Increase conversions and appointment scheduling with qualified clients

- MarketerHire is an on-demand talent platform with a mission to connect businesses with expert marketers quickly and seamlessly. With a one- to three-week sales cycle, rapidly capturing the attention of high-quality leads is a must.
- As their business entered a growth stage, the MarketerHire team set an objective of increasing conversions while reducing customer acquisition costs and scaling spend.
- To this end, they set their sights on improving their marketing performance on LinkedIn, understanding its vital role in reaching an engaged and active B2B audience.

“This is a table-stakes integration. With the complexities of B2B marketing, you have to have this type of input from your CRM system into your ads platform to be able to optimize for conversions that matter.”



Morgan Clark

Product Analytics Lead
MarketerHire



Solution

Zapier empowered an easy integration between HubSpot and LinkedIn Conversions API

- MarketerHire's LinkedIn representative told them about the Conversions API (CAPI) solution's ability to track offline conversions and enhance ad performance accuracy.
- With the support of Zapier, MarketerHire quickly implemented CAPI within a day. Workflows were easily developed in HubSpot to pass conversion data to Zapier, which then transmitted these signals to LinkedIn.
- The integration allowed for more precise targeting by utilizing CAPI to send enriched conversion data back to LinkedIn. This enabled MarketerHire to refine their advertising strategies and better match marketers with businesses.

“Using Zapier was just kind of a no-brainer. We already knew how easy it is to use. We were able to connect the LinkedIn Conversions API with our HubSpot CRM in an afternoon. Literally, it was that quick.”



Morgan Clark

Product Analytics Lead
MarketerHire