### Case Study

LinkedIn CTV Campaigns Help Palo Alto Networks Improve Lead Form Completion Rates by 80%



Palo Alto Networks piloted two brand-to-demand LinkedIn Connected TV (CTV) campaigns for their priority solution areas (cloud security and network security), and the results were unprecedented.

Not only were they able to target specific audiences using LinkedIn's intelligent targeting capabilities and new CTV ad functionality, but they also retargeted viewers with relevant mid-funnel ads. This forward-focused ad strategy extended their catchment range beyond the platform—accelerating the progression of awareness to conversion.

The results? They beat industry benchmarks and drove up to an 80% higher lead form completion rate down the funnel.





## An Immersive CTV Campaign

Palo Alto Networks used **LinkedIn's new CTV ad functionality** to run 15-second and 30-second top-of-the-funnel video ads on channels like CNN, Hulu, Paramount Plus, Roku TV, and Discovery Plus, targeting IT decision-makers in the US and Canada.

From there, the CTV-warmed users were shown mid-funnel retargeting document ads on LinkedIn, inviting them to download one of Palo Alto Networks' gated cloud or network-security playbooks or industry reports.

## CTV Campaign Results

The immersive CTV experience enabled Palo Alto Networks to reach its target audiences at scale with high-quality video content. The cloud security campaign outperformed the CPM benchmark by 20% and the network security campaign outperformed the benchmark by a whopping 32%.

If this wasn't successful enough, the down-the-funnel results were even better. Compared to cold audiences, users warmed by the CTV video ads drove an 80% higher lead form completion rate for the network security campaign and a 36% higher lead form completion rate for the cloud security campaign.



Additionally, the campaigns help align marketing and sales team efforts. Marketing initiatives warm accounts that the sales team actively targets, increasing sales connections and engagements.

# A Powerful Marketing Partnership

The success of the campaigns was thanks to high-quality videos, intelligent strategy, as well as LinkedIn's in-depth data insights and integrated ad functionality. With LinkedIn's partnership, Palo Alto Networks was able to optimize its:

### Targeting & Retargeting

LinkedIn's demographic insights and granular targeting functionality enabled Palo Alto Networks to connect with audiences based on job title and employment.

### Retargeting

The retargeting functionality made it possible to build a hyper-targeted, multi-stage, and multi-channel funnel all within LinkedIn's Campaign Manager.

### **Data Analysis**

Data analytics made it easy to test and track campaign performance across every asset, helping Palo Alto Networks improve and refine their strategy for better results.

"LinkedIn's strong partnership, customer support, and unparalleled audience insights/reporting have been critical to our success on the platform."

#### **Elena Salazar** Senior Omni-channel Marketing and Innovation Manager, Palo Alto Networks



### What's Next for Palo Alto Networks?

Palo Alto Networks is excited to expand and test out new campaigns on LinkedIn. Some of their upcoming projects will include:

#### • CTV campaign expansion:

Based on the success of these initial test campaigns, Palo Alto Networks is looking forward to expanding the strategy to other parts of the business, as well as other regions, when the functionality becomes available in those areas.

#### Improving brand-to-demand strategy:

They've had great success with awareness and middle-of-the-funnel campaigns and are keen to continue building out full-funnel campaigns, including the promotion of bottom-of-funnel trials, demos, and workshops.

#### • LinkedIn content development:

Palo Alto Networks is working with some of LinkedIn's content partners to develop more messaging ad and video content to fill content gaps and test new campaign types.

"We love running campaigns on LinkedIn because of the compounding effects of our efforts. Users exposed to our highest-level brand campaigns on LinkedIn have a significantly higher CTR and lead form completion rate when exposed to one of our solution campaigns within 7 days than cold audiences."

#### Elena Salazar

Senior Omni-channel Marketing and Innovation Manager, Palo Alto Networks





## LinkedIn's New CTV Ad Functionality

Connected TV (CTV) advertising is the modern-day version of traditional television ads. Only, instead of the ads being shown via traditional cable and satellite channels, they're shown on devices like smart TVs or mobile phones using streaming platforms like Roku, Amazon Fire Stick, and Hulu.

With LinkedIn Connected TV (CTV) ads\*, you can now use first-party data from the platform's community of one billion professionals to help you reach your audience on a large-screen experience—extending your social media reach beyond the platform itself.

Learn More Here

\*LinkedIn's CTV ads are currently still being tested and are only available to certain clients in certain regions. Please reach out to your sales representative for more information.

### "My advice? Lean into what's working while prioritizing pilots and tests."

#### Elena Salazar

Senior Omni-channel Marketing and Innovation Manager, Palo Alto Networks

# Conclusion

LinkedIn is ideal for B2B campaigns, especially now in the cyber-security space, as conversations on this topic are booming (and have been for quite some time).

Use the platform to find and connect with a refined target audience, build intelligent and interconnected media-rich campaigns, and use in-depth data insights to optimize results.

