



RingCentral optimizes its marketing funnel from top to bottom with LinkedIn Audience Network

Challenge

Build a brand that converts

As the global market leader for unified communications as a service, RingCentral is focused on giving teams the ability to communicate, collaborate, and connect on any device – anytime, anywhere.

While the business offers world-class cloud communications products and services, it is also competing against some of the biggest names in technology. Marketing leaders were seeking new ways to build brand recognition for RingCentral and importantly, drive conversions among its key audiences, including enterprise IT decision makers and small business owners.

Historically, RingCentral had focused on demand marketing tactics, but it was eager to ramp up proactive brand marketing activity and refine its targeting to drive a stronger return on its online advertising investments. It needed a smart, cost effective way to scale its reach and most importantly, connect the dots between brand building and sales.

About RingCentral

RingCentral, Inc. (NYSE: RNG) is a leading provider of global business cloud communications, video meetings, collaboration, and contact center solutions. Its Message Video Phone™ (MVP®) platform offers a more flexible and cost effective alternative to legacy on-premises PBX and video conferencing systems and empowers modern mobile and distributed workforces to communicate, collaborate, and connect via any mode, any device, and any location.

Goal

Target Relevant Audiences

Employees

5,000+

Industry

Software

Headquarters

Belmont,
California, USA

Reach

Global

Solution

Engage leads across multiple touch points

Build influence and boost brand

RingCentral turned to LinkedIn Audience Network to extend the reach of its existing LinkedIn Sponsored Content campaigns – enabling its team to target core audiences on trusted third-party websites and apps within LinkedIn's network of publishers.

Soon, RingCentral was reaching more professionals, more often across multiple touchpoints – with each interaction helping the business build the lasting brand awareness it needs to win new customers, gain market share, and compete against major technology players.

Zero in on key audience groups

LinkedIn Audience Network gave RingCentral the ability to hone in on its priority customer groups, particularly by targeting campaigns based on users' LinkedIn demographics, including job titles, job functions, and industries. The resulting campaign insights painted a clearer picture of the buyer journey.

By leveraging LinkedIn's unmatched network of decision makers, influencers, and business leaders, RingCentral could also trust its campaign messages were reaching the intended audience. The business drove 78x more impressions and 21x more clicks from CTOs and 77x more impressions and 22x more clicks from IT Directors.

Increase conversions

Having the ability to meet potential prospects with the right message at the right moment helped boost RingCentral's campaign performance – including driving an increase in website conversions.

With LinkedIn Audience Network, marketing leaders could demonstrate which campaigns drove the strongest ROI as well as the link between brand building and its sales activity.

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Operating in an incredibly competitive market, we recognize how building a strong brand opens the doors to new customers. With LinkedIn, we can simultaneously strengthen our brand and nurture leads while also reaching and engaging new prospects and targets.”

Meghan Corasaniti

Senior Manager of Brand Activations and Integrations



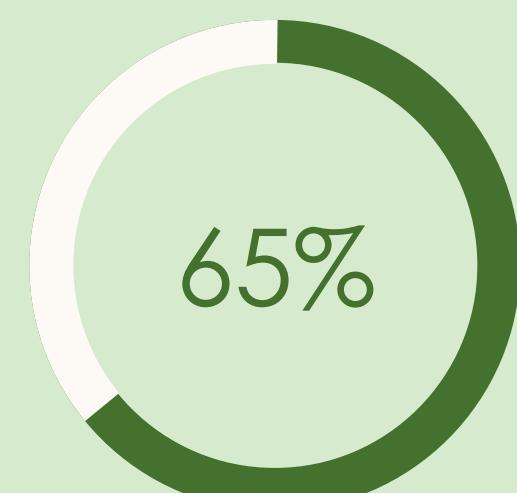
Results

LinkedIn Audience Network drove value and cost efficiencies across RingCentral's entire marketing funnel.



Campaigns with LinkedIn Audience Network reached 7x more people.

RingCentral saw an 82% increase in average new users reached monthly



Using LinkedIn Audience Network resulted in a 65% decrease in CPMs.

Campaigns also drove a 13% drop in CPCs



Campaigns resulted in 93x more conversions from CTOs and 53x more conversions from IT Directors.

Impressions, clicks, and conversion from target segments all increased

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As a platform, LinkedIn offers unmatched credibility with business audiences – far and above the rest. LinkedIn Audience Network only makes that offering stronger by enabling us to zero in on core audiences and engage them across other trusted sites.”



Susie Hamlin

VP of Brand Activation

