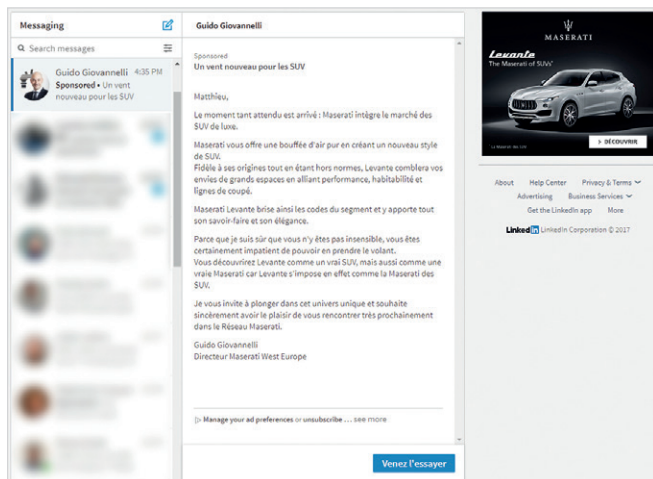




## Synchronised precision accelerates leads for Maserati

Combining LinkedIn touchpoints captured the attention of a highly qualified audience, whilst staying in tune with the auto marque's exclusive brand image

How can a luxury auto brand drive growth whilst staying true to its select brand image? To support its Levante model, Maserati steered away from traditional mass marketing and turned to LinkedIn to add precision to its media mix. Synchronising Sponsored InMail and Sponsored Content drove deeper engagement with a highly targeted audience – and accelerated past Maserati's lead generation targets.



### The Challenge:

- Drive visibility for Maserati Levante in the luxury auto market
- Maximise frequency and awareness amongst a highly targeted audience of likely buyers
- Build social media engagement in keeping with the brand's refined, select image
- Drive qualified leads for test drives

### The Solution:

- Exclusive social media partnership with LinkedIn
- Sponsored InMail delivers personalised message to niche target audience
- Sponsored Content provides support with visual messaging in target's LinkedIn feed

### Why LinkedIn:

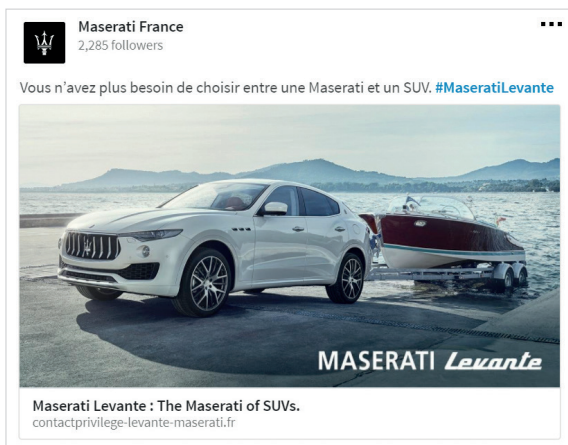
- Ability to reach a qualified, highly targeted audience
- Professional, 'brand safe' social media environment, perfectly aligned with Maserati's values
- Opportunity to maximise visibility through combination of LinkedIn touchpoints

### Results:

- The Sponsored InMail campaign delivered an open rate and click-through rate over 60% higher than LinkedIn benchmarks
- Earned media extended the campaign's reach by more than 50%
- Combining Sponsored Content and Sponsored InMail increased open rates by 24% and click-through rates by 53%

## Making a select brand visible to the people that matter

Maserati's appeal is based on exclusivity, rarity and cachet. This makes a mass-reach, scattergun approach to building its brand inappropriate - and inefficient. A luxury auto marque needs to drive leads - but they have to be qualified leads, representing people with the resources and the appetite for driving its vehicles. On LinkedIn, Maserati could identify these people precisely and focus budget on engaging them through different LinkedIn touchpoints - Sponsored Content delivering rich imagery and videos in the LinkedIn feed, combined with personalised invitations via Sponsored InMail.



## Synchronising touchpoints for more powerful engagement

Reaching Maserati's niche target audience through both Sponsored Content and Sponsored InMail delivered a significant uplift in qualified leads. The open rate for Sponsored InMails inviting people to test drive the Levante increased by 24% amongst those who had been exposed to Sponsored Content. Click-through rate increased by 53% amongst the same group. Such synchronised targeting enabled Maserati to drive more than two high-value, qualified leads per day of the campaign - beating benchmark open and click-through rates by 60% and generating earned media exposure of more than 50%.



"LinkedIn is a valuable addition to our media mix because of the qualified audience that we can target - and the ability to reach them in such an appropriate environment for our brand. The impact of engaging our audience through both Sponsored InMail and Sponsored Content was impressive - and as our focus on precision targeting increases, LinkedIn has an on-going role to play."



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