

Ready to do business

How IMA Optimized Its Targeting Efforts on LinkedIn



Challenge

- Encourage accountants and financial professionals worldwide to learn about the exam for the organization’s prestigious CMA® (Certified Management Accountant) certification
- Generate signups for email list, which provides information on how to qualify and prepare for the challenging exam

To meet the challenge, The Gate (IMA’s ad agency of record) immediately began to optimize the organization’s targeting efforts and make the budget count.



We want to make sure that we’re reaching the right people who’ll be interested to sign up and learn more about the CMA certification.



Thomas Verderber
Supervisor of Business Analytics
The Gate



With a global network of more than 100,000 members in 140 countries and 300 professional and student chapters, the Institute of Management Accountants (IMA) is one of the largest and most highly regarded associations for accountants and financial professionals in the world.

Headquarters: Montvale, NJ
Industry: Accounting
of employees: 51-200



Solution

Since the CMA certification is a stepping-stone to high-level, higher-paying positions in accounting, IMA used combinations of LinkedIn’s custom targeting criteria — job titles, accounting-related titles, and related fields of study.

Example:

members in accounting and finance



who looked for jobs on LinkedIn



in the past 30 days



The mindset’s already there — it’s just a matter of picking that out, which we were able to do. What was especially great was how often it was updating. It wasn’t just anybody who ever searched for a job. Job titles that didn’t seem to be clicking or engaging, we went ahead and just pulled them out.



Thomas Verderber
Supervisor of Business Analytics
The Gate



Results

Seeing the success of the email targeting campaign, IMA is considering increasing their LinkedIn advertising budget for upcoming campaigns.



We’re very happy with how things have been going and definitely look to continue.



Thomas Verderber
Supervisor of Business Analytics
The Gate

LinkedIn drove

41%

of total email signups from IMA’s most recent campaign (excluding paid search)

IMA saw

513%

YoY increase in email sign-ups

Ready to do business

Reach buyers, drive engagement, and build trust with your key audience on LinkedIn.

Learn more

