



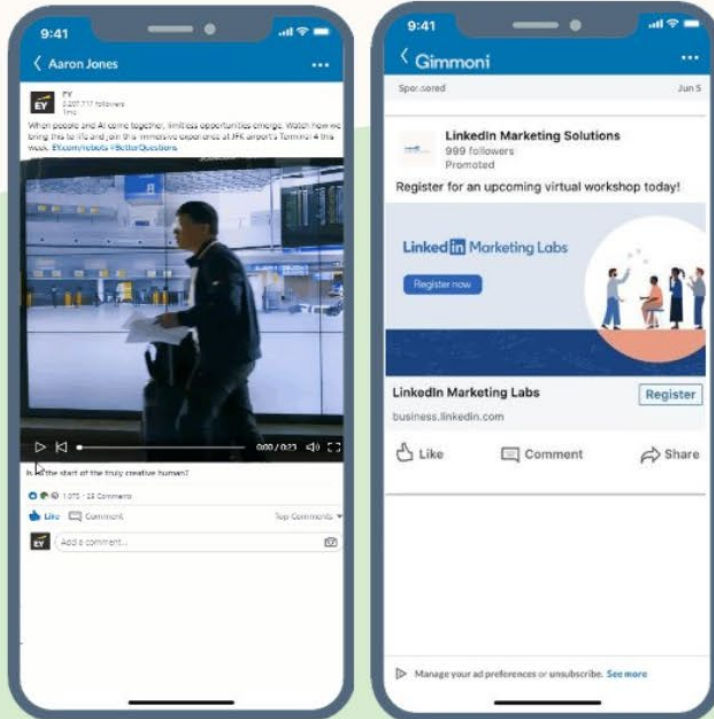
LinkedIn Advertising to drive high-quality convertible leads for Enterprise accounts (Account based marketing)

Rudy Parker
Marketing Consultant

Nurture your audience by running multiple ad products

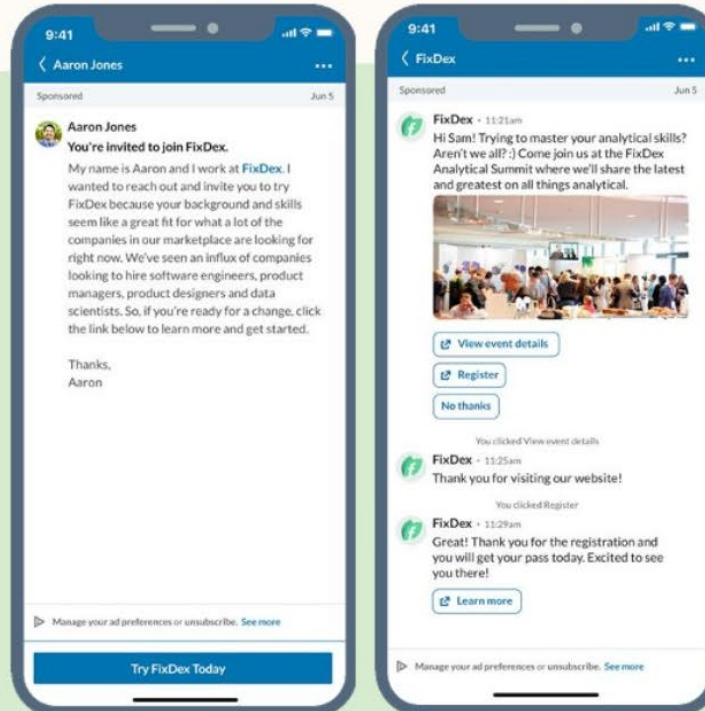
Sponsored Content

Video Ad | Single Image Ad | Carousel Ad



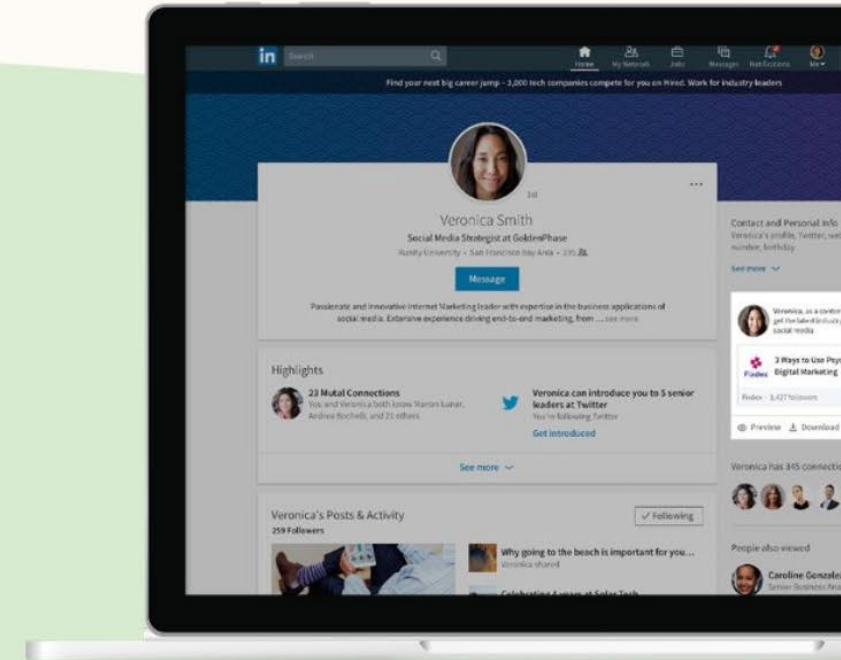
Sponsored Messaging

Message Ad | Conversation Ad



Additional Ad Formats

Dynamic Ad | Text Ad



Small tweaks can make all the difference...

Audience callout

Version A: No Audience Callout



LinkedIn Marketing Solutions
432,076 followers
5mo

Let's find your targeting sweet spot on LinkedIn. Learn how to unleash LinkedIn's targeting capabilities and unlock customized options through Matched Audiences in our live webinar. https://lnkd.in/f_EcHcj

Unleashing LinkedIn's Targeting Capabilities
Featuring a Matched Audiences Demo

Live Webcast
June 7, 2017
11am PT | 2pm ET

Version B: "Marketers"



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432,076 followers
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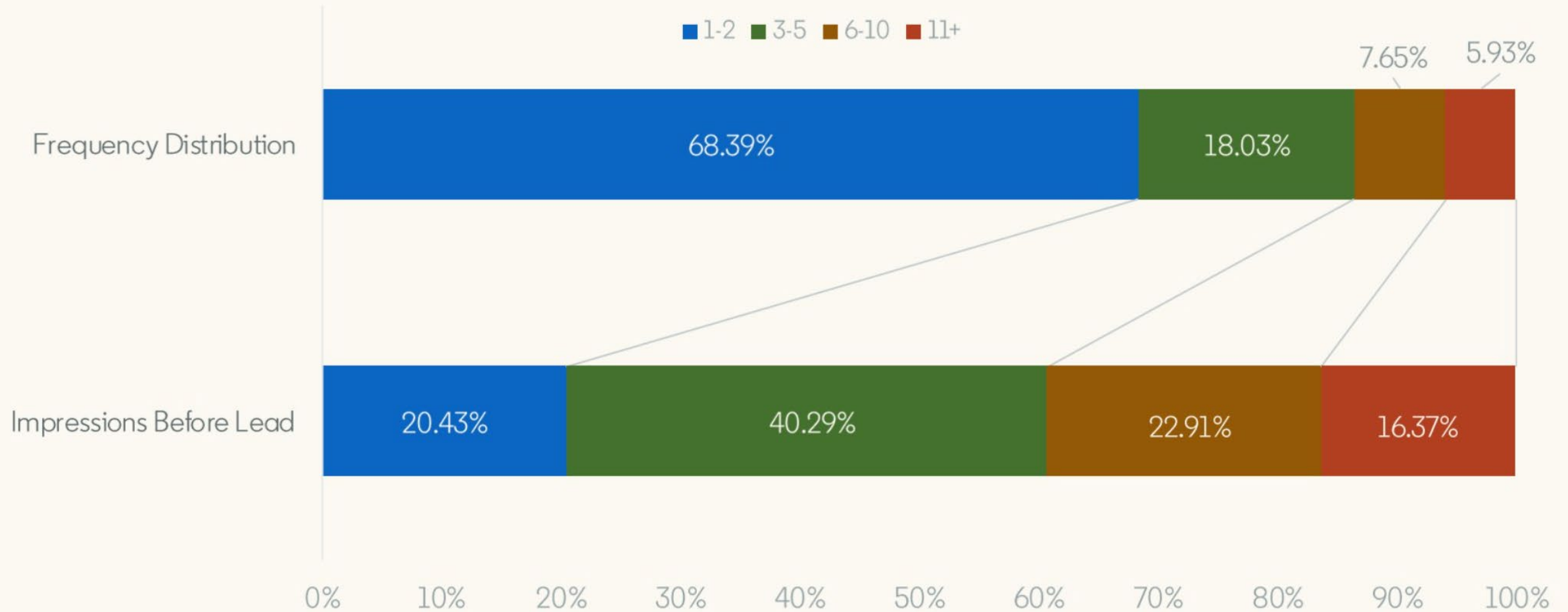
Unleashing LinkedIn's Targeting Capabilities
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53%
Increase in
CTR

68% of your audience saw 1-2 impressions. 80% of your leads came from members exposed to 3+ ads

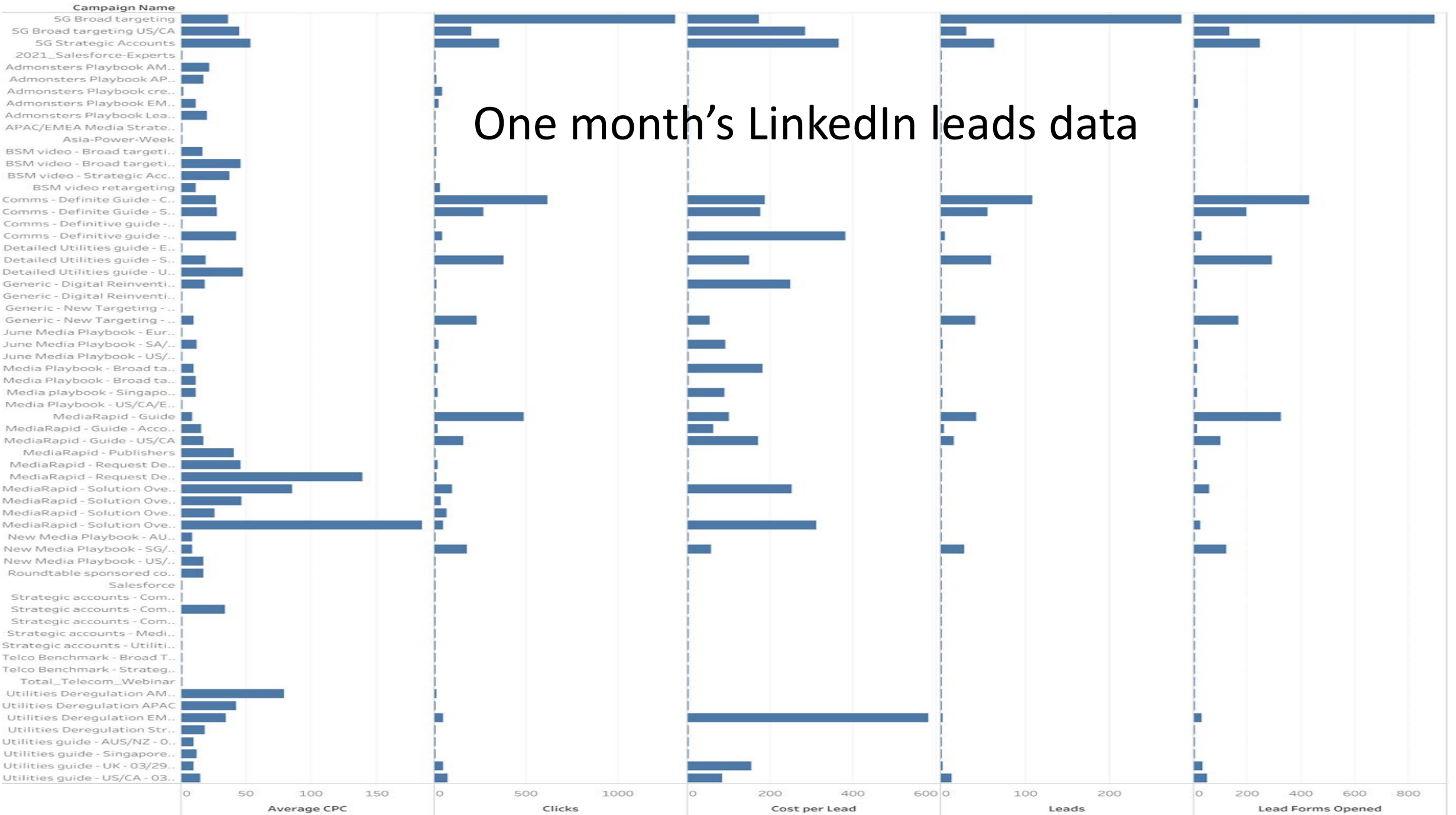
2021 Awareness Campaigns Oct-Dec



Never stop testing, and your
advertising will never stop
improving.



David Ogilvy



One month's LinkedIn leads data

Nine-month LinkedIn Ad Campaign

Leads=240 per month

Cost per lead=£55

Conversion rate (to Sales demo) = approx. 20%

Target: CTO, Director level and above IT, Enterprise companies (over 5000 employees or \$1 Billion), Salesforce users, seeking CPQ solutions

Accounts		Campaign Groups		Campaigns		Ads									
1 selected		17 total campaign groups		470 total campaigns		1626 total ads									
Create		Bulk Actions				Performance Chart		Demographics		Export					
Search by name or ID											Filters (2)	Columns: Engagement	Breakdown	Time range: 9/1/2021 - 6/23/2022	
Campaign Group Name	Status	Spent	Impressions	Clicks	Average CTR	Reactions	Comments	Shares	Follows	Other	Total Social Actions	Clicks to Landing Page	Clicks to LinkedIn Page	Total Engagement	Engagement Rate
<input type="checkbox"/> 15 filtered campaign groups	-	£131,495.00	2,659,295	36,344	1.37%	4,607	42	55	0	13,649	18,353	1,084	3,363	57,791	2.17%
<input type="checkbox"/> 2019_Lead Gen_MEDIA_Campaign CID: 605333784	Paused	£0.00	0	0	-	0	0	0	0	0	0	0	0	0	-
<input type="checkbox"/> 2019_Lead Gen_COMM_Campaign CID: 606351194	Paused	£0.00	0	0	-	0	0	0	0	0	0	0	0	0	-
<input type="checkbox"/> 2020 Awareness - Aircover Campaigns CID: 607334244	Paused	£0.00	0	0	-	0	0	0	0	0	0	0	0	0	-
<input type="checkbox"/> 2020 Awareness - General Campaigns CID: 607343024	Paused	£0.00	0	0	-	0	0	0	0	0	0	0	0	0	-
<input type="checkbox"/> Q3 2020 Awareness - DigitalNOW Campaign CID: 610740963	Paused	£0.00	0	0	-	0	0	0	0	0	0	0	0	0	-
<input type="checkbox"/> 2022_Sponsored Content Campaigns CID: 615016363	Active Running	£125,332.05	2,622,559	15,303	0.58%	4,606	42	55	0	13,443	18,146	906	3,360	34,862	1.33%
<input type="checkbox"/> Inmail and conversational lead gen ads CID: 621146863	Active Running	£5,266.12	25,715	19,436	75.58%	0	0	0	0	196	196	65	0	21,278	82.75%

Integrating
LinkedIn Paid
Social with your
ABM Platform
for high
converting leads

What you can do with Matched Audiences



Company Targeting

Run your account-based marketing campaigns reaching key companies and decision makers

[Learn more](#)



Contact Targeting

Market to prospects and known contacts by securely uploading your list of contact IDs or connecting to your contact management platform

[Learn more](#)



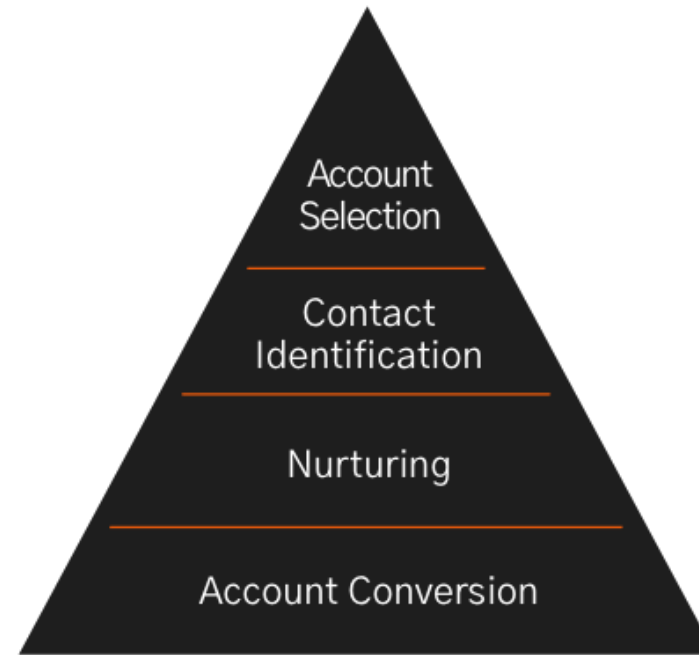
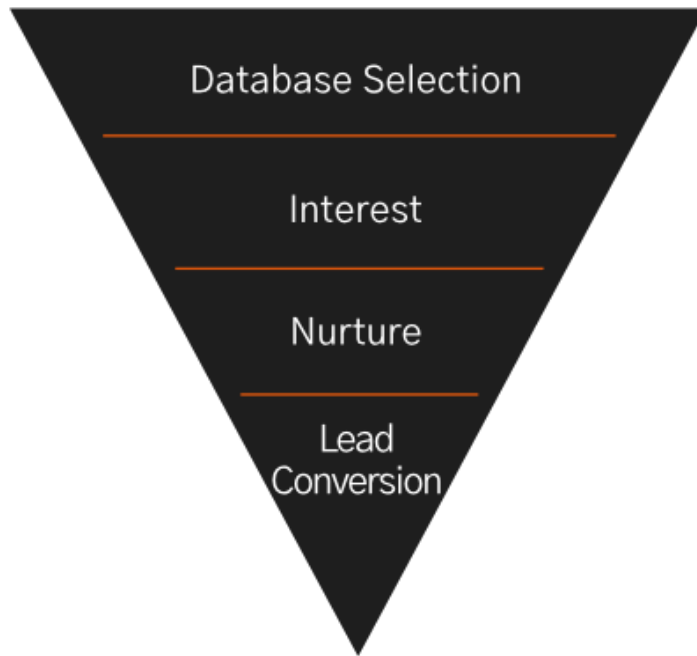
Retargeting

Segment your audience and deliver unique content based on actions they have taken with your brand

[Learn more](#)

Account-based marketing vs. traditional marketing

Lead Generation Fishing with nets



Account-Based Marketing Fishing with spears

Setting the audience and estimating results

Company Revenue
\$100M-\$1B, \$1B+

AND also have ANY of the following attributes: [Close](#)

Q Search [Learn more about matched audiences](#)

Audiences Use your data to retarget website visitors or reach known contacts and accounts	List upload
	Lookalike
	Retargeting
	Third party
	Other

Audience attributes
Add targeting criteria like job title, industry, or skills

Locations (Recent or Permanent) [✎](#)

DACH

Exclude people in other locations

Your audience has their Profile Language set to English [ⓘ](#)

Your audience size will vary depending on the language selected here. English may be selected as the default language, even in areas where a local language is available, to reach all users in the region.

Who is your target audience?

Include people who have ANY of the following attributes: [✎](#)

Job Titles (Current)
Director of Quality Assurance, Senior Director Quality Assurance, Group Quality Assurance Manager, Quality Assurance Manager, Quality Assurance Team Lead, Senior Quality Assurance Manager, Vice President Quality Assurance, Head of Quality Assurance, Senior Test Manager, Software Test Manager

Forecasted Results [ⓘ](#) [⚙️](#)

Target audience size
18,000+

Segment breakdown [ⓘ](#)

Function ▾

Quality Assurance	94%
Operations	14%
Information Technology	6%
Engineering	5%
Program and Project Management	5%

[Hide segments](#)








[ⓘ](#) Forecasting for maximum delivery bidding is not yet available with your

Setting ad format


Tricentis Event Registrations
Roadshow




Single image ad
Create ads for single images that will show up in the news feed.
Ad format [Change](#)

Choose your ad format

 Single image ad	 Carousel image ad	 Video ad
 Text ad	 Spotlight ad	 Message ad
 Conversation ad		

Profis für Softwaretests, Besuchen Sie unsere Tricentis Roadshow in Wien Am Montag 14.11

 Tricentis Roadshow Vienna
events.tricentis.com [Register](#)

 Like  Comment  Repost

Estimating results

Budget & Schedule

i Your Campaign Group is scheduled to run from 10/5/2022

Budget

Set a daily budget ▼

Daily Budget

£300.00

Actual amount spent daily may vary **?**

Schedule

Run campaign continuously

FEED IMAGE ADS **?**

💡 Create 5 ads to improve performance ✕

Recommended because, on average, advertisers see a **+12%** improvement in click-through rate (CTR) when creating up to 5 ads using the media library compared to creating 1 ad. [Learn more](#)

* Forecasted results are directional estimates and do not guarantee performance



Dach roadshow [✎](#)

Tricentis Roadshow Vienna

Profis für Softwaretests, Besuchen Sie unsere Tric...

Single Image ad · Direct sponsored content · ID: 213799933

[All placements available](#)

Campaign
in draft ⋮

Forecasted Results **?** ⚙️

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Segment breakdown **?**

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