



salesforce

# CLOUDSENSE

Online Publishers Campaign

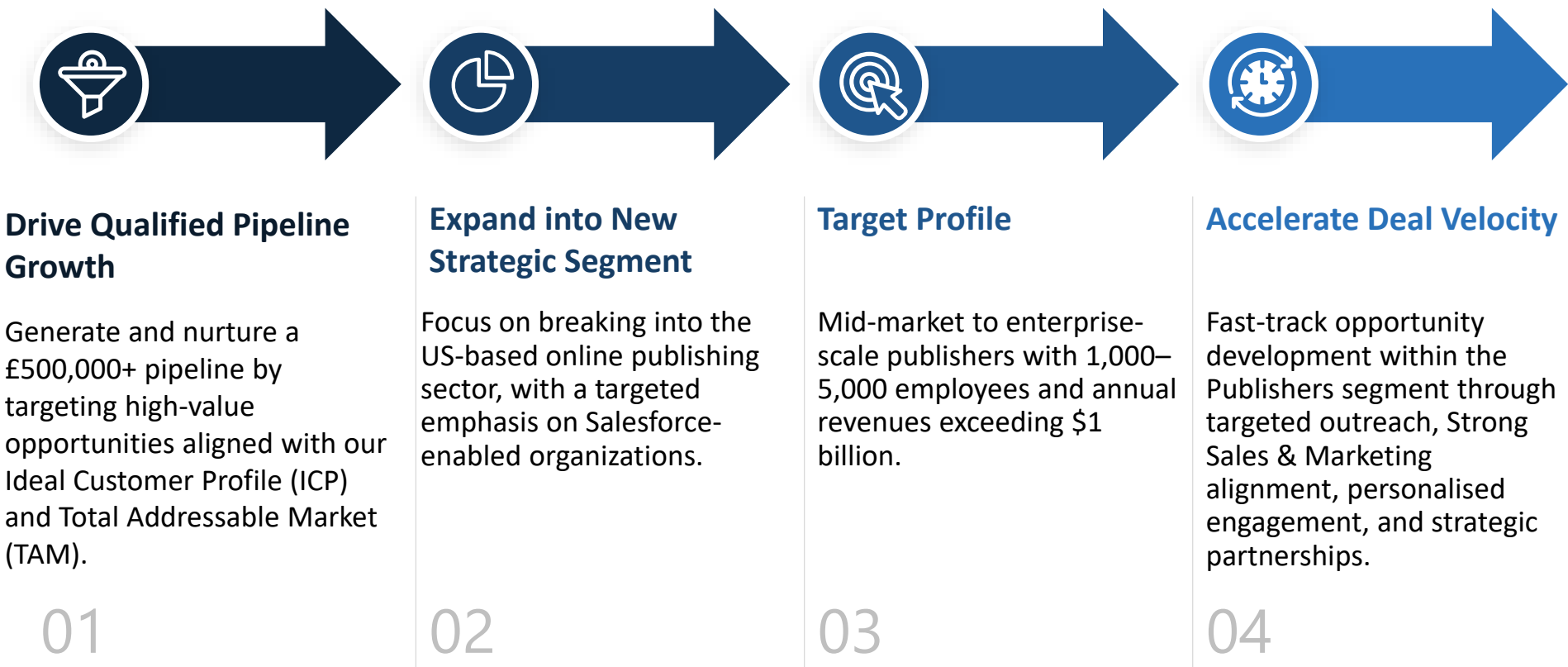
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# Key Objective

Build an Account-Based Marketing Campaign to establish a robust £500,000 pipeline and accelerate market penetration, all within a new strategic vertical.

## Initiatives





# Buyer Personas



**Chief Information Officers**



**Directors of Sales Operations**



**Heads of IT**



**Sales Leaders**



**Chief Financial Officers**

# Campaign Workflow

## WEBINAR

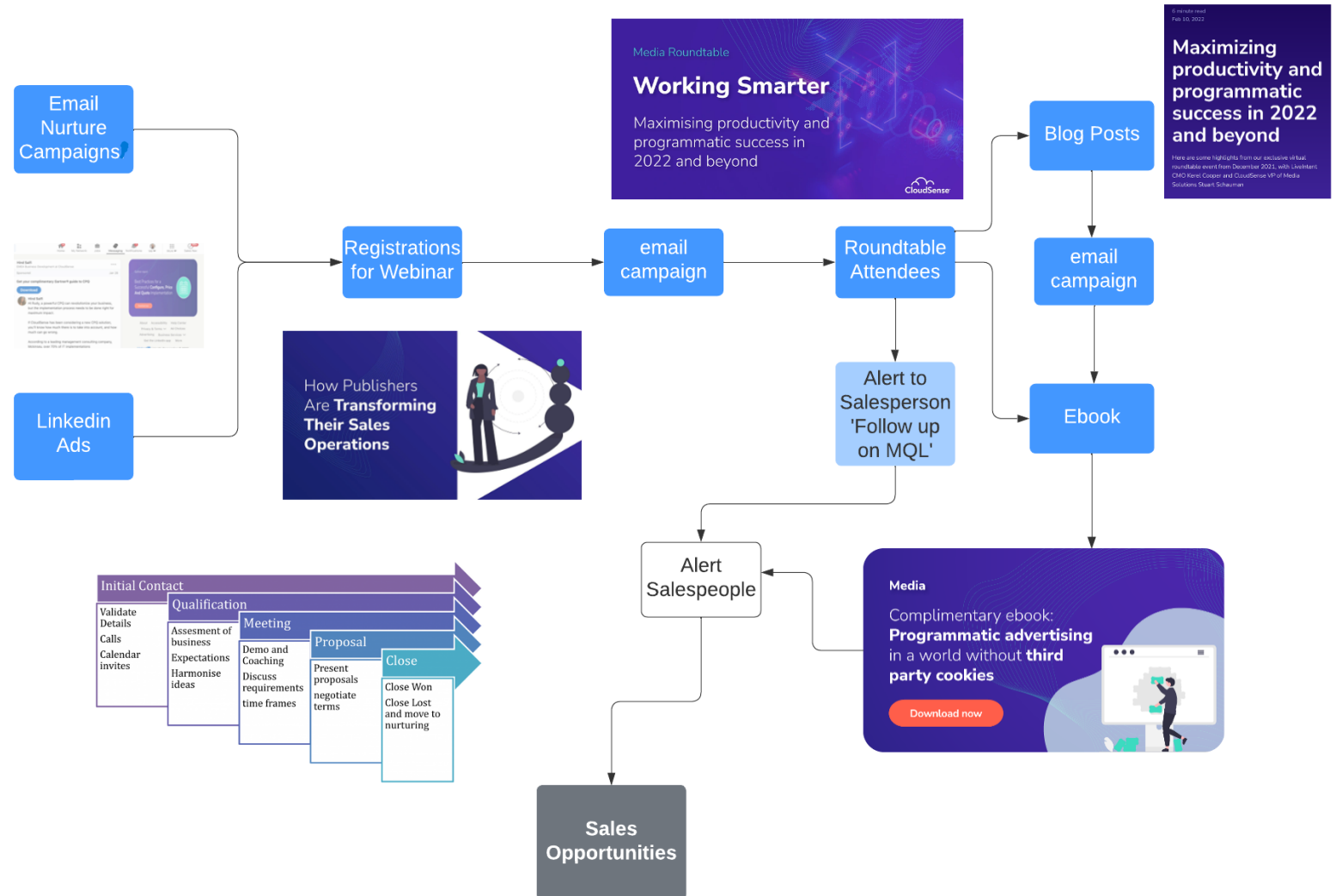
75 Attendees

## ROUNDTABLE

12 Participants

## E-BOOK

500+ Leads

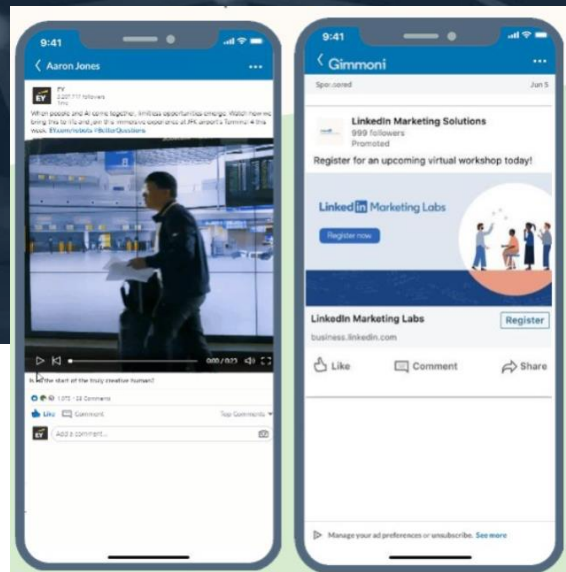




# Drive Results Through Diverse Ad Solutions

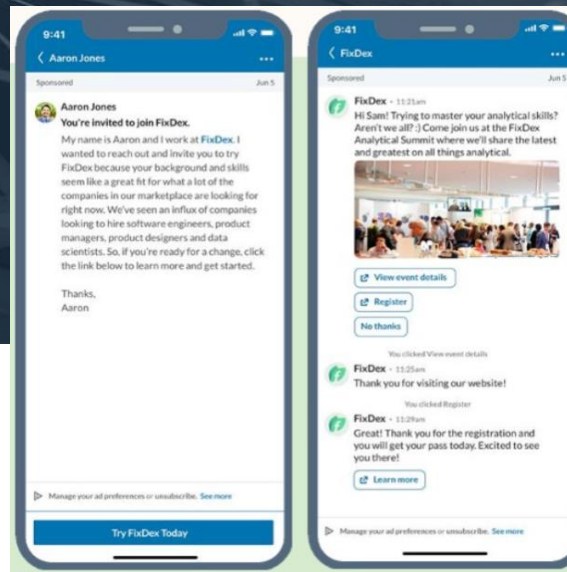
## SPONSORED CONTENT

Video Ad | Single Image Ad | Carousel Ad



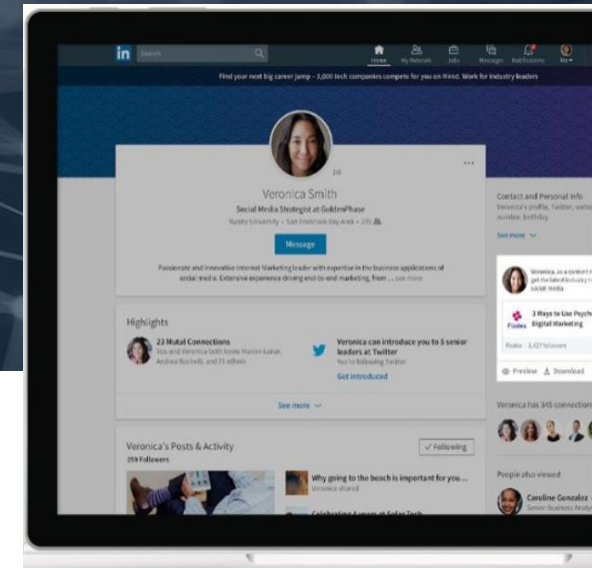
## SPONSORED MESSAGING

Message Ad | Conversation Ad



## ADDITIONAL AD FORMATS

Dynamic Ad | Text Ad



# Unlocking the Power of Matched Audiences



Integrating LinkedIn Paid Social with your Account-based Marketing, Customer Relationship Management & Marketing Automation Platforms to guarantee high-converting leads.



## Company Targeting

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



## Contact Targeting

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



## Retargeting

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

# A/B Testing for HubSpot success



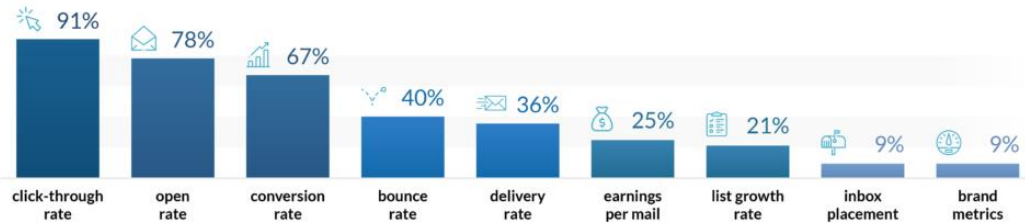
<b>Get your IDC infobrief on how CPQ solutions can help build stronger customer loyalty</b> <b>How modern CPQ solutions can enable Online Publishers to keep up with industry demands</b>		Emails	Conversions
		Variation A	1116
		Variation B	1117
		Variations' conversion rates and standard error.	
		Conversion Rat	Standard Error
		Variation A	10.57%
		Variation B	6.98%
		Significance levels	
		90% Conversion Rate Limits	
		From	To
		Variation A	9.05%
		Variation B	5.72%
		95% Conversion Rate Limits	
		From	To
		Variation A	8.77%
		Variation B	5.49%
Step 4		How confident are we that your test is significant based?	
		Significant At	
		Does it pass 90% confidence?	YES
		Does it pass 95 Confidence?	YES
		Z =	3.0038
		P-value =	1.00
Step 5		Are you test signifiant? Find the answer here.	
		Version A converted	51.4%
		better than Version B.	We are
		100% certain that the	Version A
		changes in	
		will improve your conversion rate.	Your test is statistically significant!

Read cells to right, then down

# Ensuring Effective Email Campaigns

## 1 Top email marketing metrics used by marketers

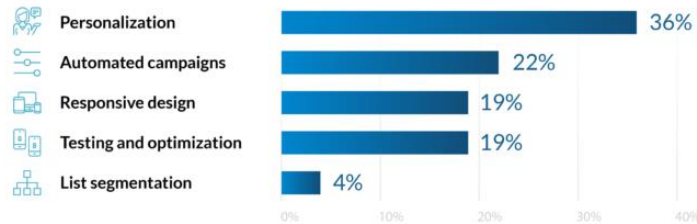
Source: eMarketer



## 2 Personalization is the most effective email tactic

Source: Richardson Annual Selling Challenges Study

Most effective email tactics:



## 3 Email beats all other marketing tools in terms of increasing ROI

Leading drivers of ROI:

Source: Campaign Monitor - Email Marketing Industry Report



### Objective

Define a clear goal for every email.



### Testers

Use a focused test group—no larger than four individuals



### Test

Preview and test all emails first.

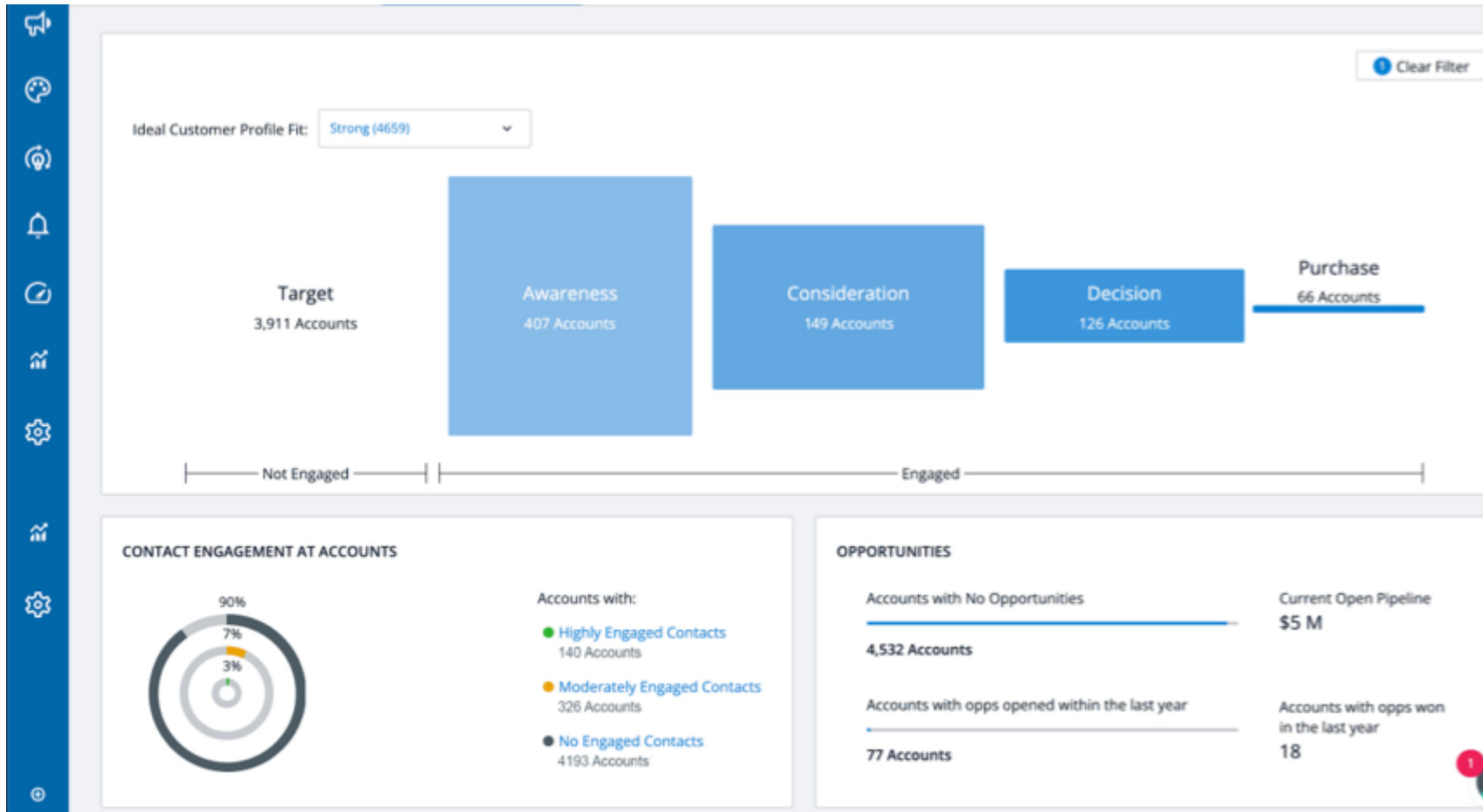


### Experts

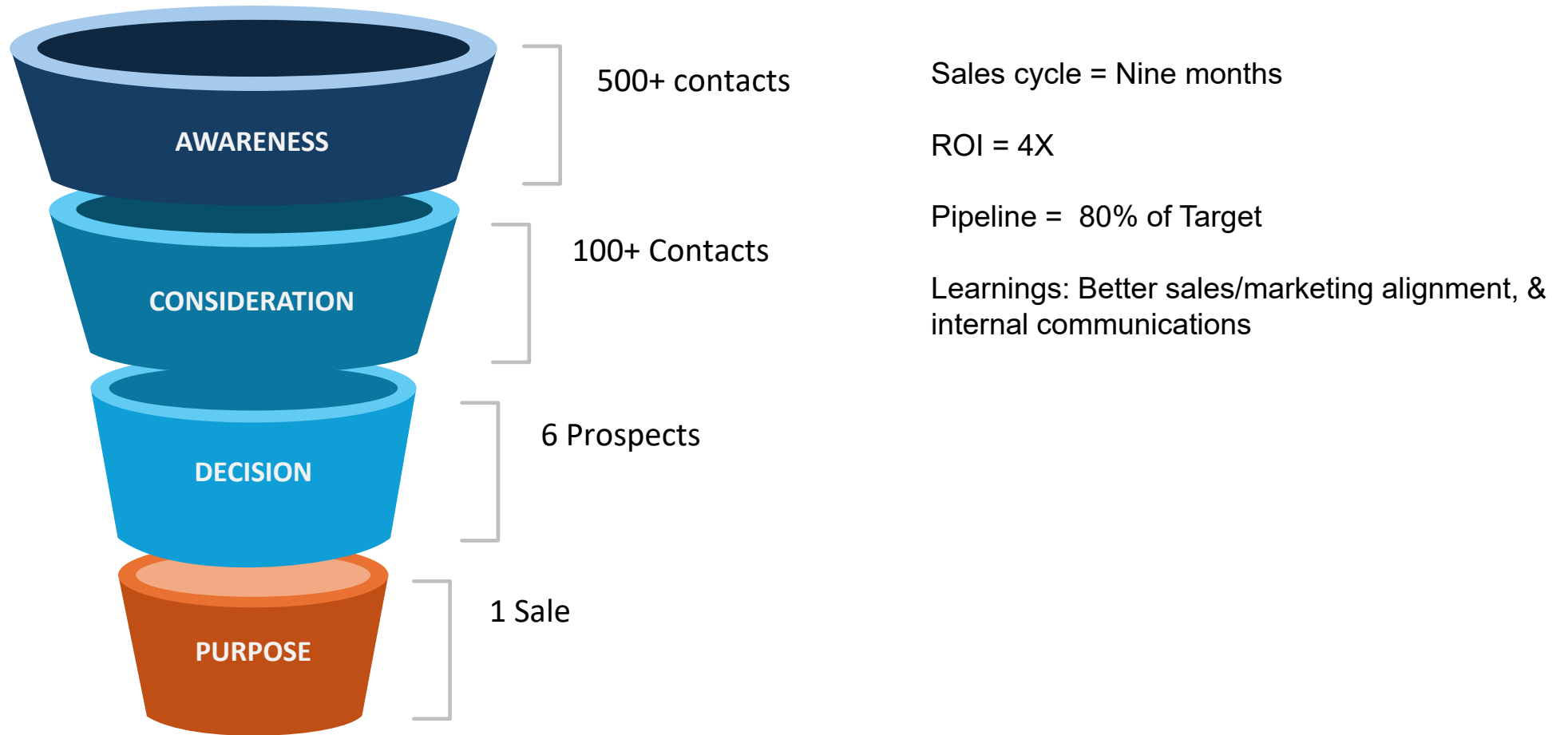
Ensure all group members are experts in relevant disciplines.



# Tracking In-Market Buying Stages



# Online Publisher Campaign Results





THANK YOU