



B2B SaaS

Market Expansion and Targeted Prospecting
with LinkedIn ABM Approach

CLIENT

A Software as a Service (SaaS) business tailored for customer contact platforms that targeted businesses in the US, EMEA, and APAC markets. The client was shifting strategy to an account-based marketing (ABM) approach for prospective enterprise accounts in 2017.

CHALLENGE

The client wanted to target a select group of predetermined enterprise companies in their respective markets, along with medium-sized prospects identified by their sales team and third-party data sources. The client also wanted to further expand in country targets in EMEA, and launch in APAC. 3Q Digital was able to identify channels that enabled targeting of these accounts in each market, while driving performance efficiencies.

Prior to establishing a new focus on enterprise and medium-sized accounts, 3Q Digital had run upper-funnel prospecting initiatives for the client on Facebook. The prospecting efforts were executed mainly across Facebook campaigns, in conjunction with search advertising support, with the focus going toward non-brand search. With the client's new focus, we had to identify existing channels that offer customer match targeting and ABM targeting capabilities, so we could layer on relevant business targeting layers (such as business size, seniority, job title, etc.) and ensure targeting of decision makers.

SOLUTION

We previously tested display advertising to target our ABM audiences, but wanted to shift focus to social channels as they were a better fit for our campaign goals going forward. Facebook and LinkedIn allowed targeting of customer match lists, based on email list data, in North American, Europe, and Asia/Pacific markets. LinkedIn also matched target accounts/company lists to all employees at those companies; we applied an additional filter layer to ensure we were only targeting relevant decision makers.

Prior to uploading any lists, we segmented company/email targets by the service feature they would be most interested in. These audiences were isolated from another at the campaign level in LinkedIn, and the Campaign/Ad Set level in Facebook. This allowed us to identify performance, allocate budget, and provide a tailored messaging approach that was consistent from ad to landing page.

We identified content pieces on the client's website that would be relevant to the new campaigns and audiences. Given that we were launching on channels to new audiences that were mostly unaware of the client's brand, we decided to direct the users to the content, unique to each audience segment, rather than to a "contact us" page. Different content types and pieces, such as whitepapers and demo videos, were tested throughout the process to identify the best

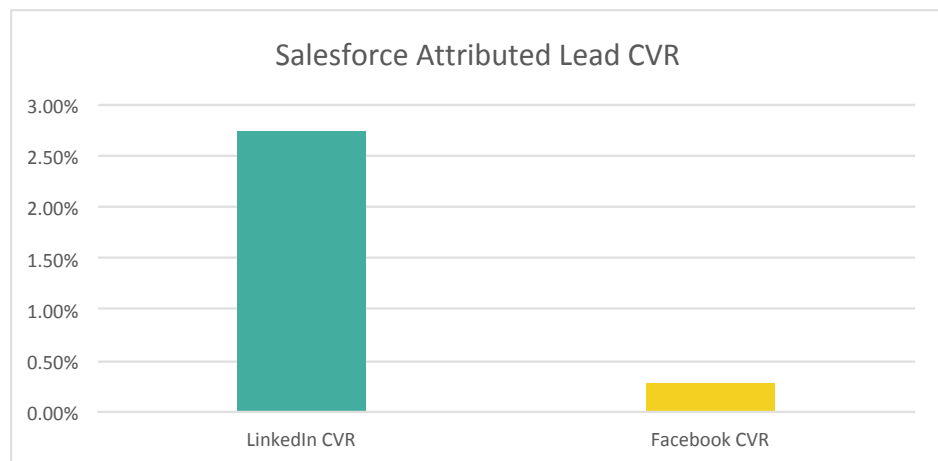
performer for each audience, while ensuring that they drove relevant qualified leads.

Finally, we established Salesforce as our point of truth for attribution, only comparing results that Salesforce's backend confirmed.

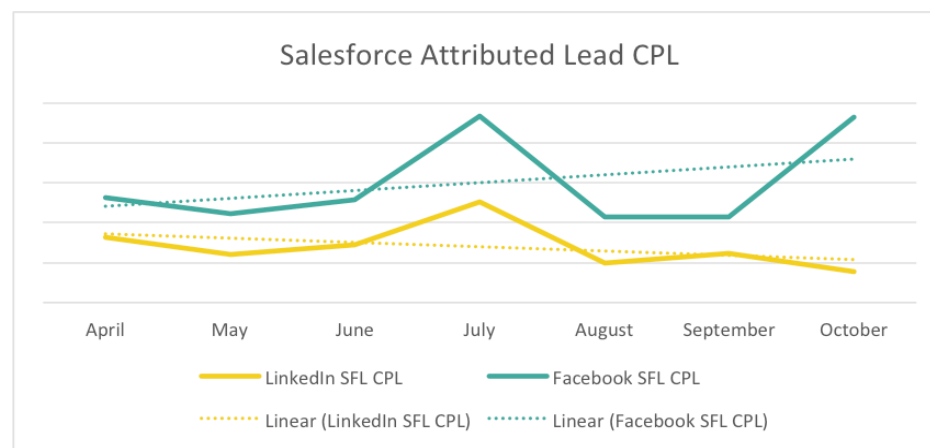
RESULTS

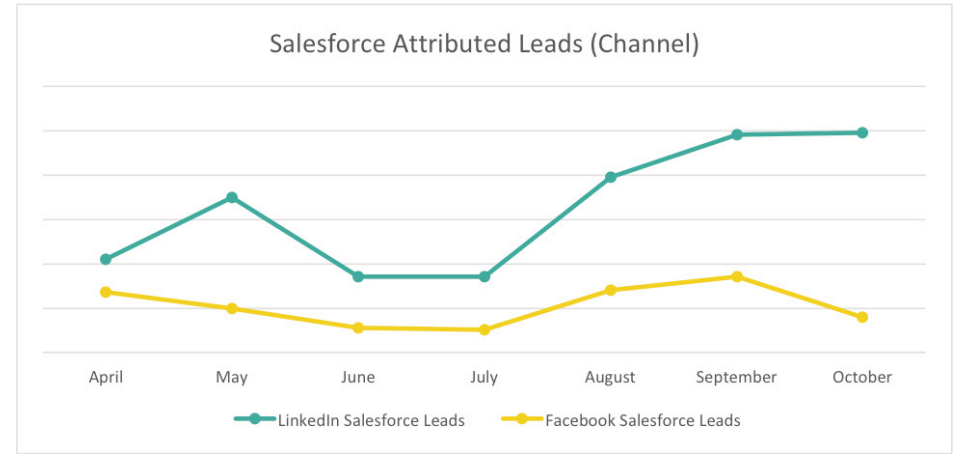
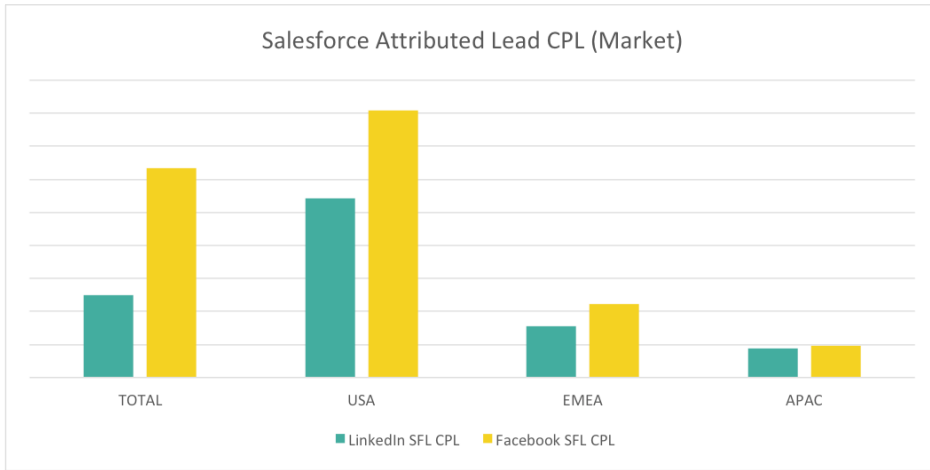
For this initiative, we acted under the assumption that while it may frequently be costlier to serve on LinkedIn rather than Facebook, the level of intent of the platform's typical B2B user is higher than that of one on Facebook. This premise held true. Even though we served ads to the same ABM targets across both platforms, we saw stronger performance results on LinkedIn than Facebook, when judging by CVR and lead acquisition costs across all target markets.

Given LinkedIn's ability to match to more companies, and subsequently to more employees of those companies, we were better able to scale our target audience. While CPCs and CPMs were nearly three-times higher on LinkedIn than Facebook, the CVR from LinkedIn audiences far outperformed Facebook.

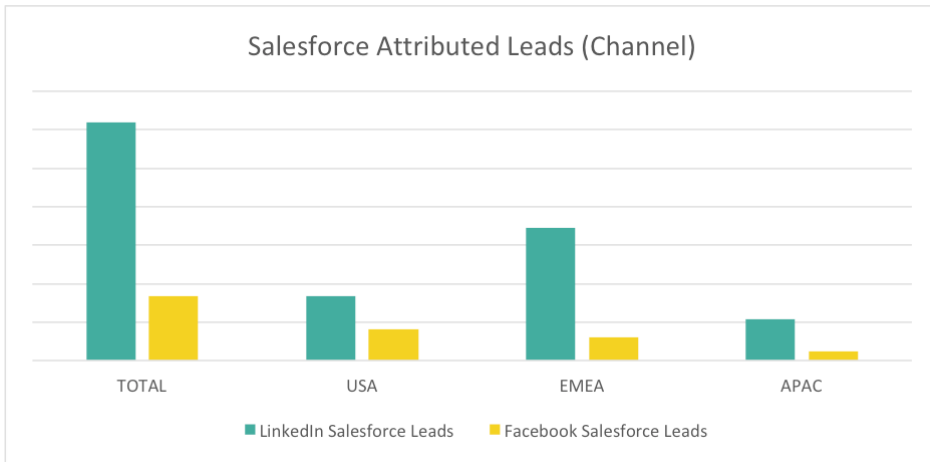


LinkedIn outperformed Facebook in total number of resulting Salesforce leads and cost per Salesforce attributed leads, on aggregate and in each individual market, demonstrating the high value of LinkedIn's capabilities.





Over time, we increased budget and saw a higher lead volume on LinkedIn than on Facebook. The LinkedIn CPL also continued to decline.



CONCLUSION

LinkedIn proved to be a powerful player in ABM, with strong matching abilities for both brands and employee profiles, and 1st party data layers that increase the probability of reaching decision makers. In this instance, LinkedIn was able to achieve a higher match rate for our ABM targets along with additional targeting capabilities that enabled us to reach decision makers with a tailored messaging strategy.

Due to this, our client was able to target and acquire leads from emerging target markets (EMEA and APAC) while continuing to grow in North America (USA). This was done while achieving a maintainable CPL in each market with direct Salesforce attribution.

While we were not able directly attribute leads to Facebook campaigns here, that should not undermine Facebook's value in engaging directly with ABM prospects and high valued targets. Facebook also serves as a strong introductory platform to these highly valued prospects and should be evaluated as such. We have done multiple lift studies with other B2B accounts further showing Facebook's importance and role in the B2B sales funnel.



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