



eDataSource and LinkedIn: How a Shift in Strategy Drove 30% More Conversions

"I'm a classic marketer. If something's working for me, I'm going to do more of it. And with LinkedIn delivering a 30+% conversion rate, I'm definitely doubling down."



Arthur Sweetser
CMO
eDataSource

"Getting started on LinkedIn: The #1 lead-gen tool"

The go-to provider of email intelligence, eDataSource delivers essential analytic and performance data for more than 90,000 brands - including 1-800-FLOWERS, North Face, and Oracle - so they can better understand and optimize their email campaigns.

eDataSource knows the value of digital marketing. And with a growth rate pushing 50% per year, Arthur Sweetser, eDataSource's CMO, is always on the lookout for new ways to get more out of every marketing dollar. "Actually, I first heard about LinkedIn from one of my clients, believe it or not," said Sweetser. "My largest customer is a B2B marketer as well, and he said, 'The number-one lead-gen tool for us is LinkedIn.' I was definitely intrigued by the possibilities."

Reaching the right person, not the whole world

Already leveraging a multichannel marketing plan that includes trade shows, email, and outbound sales, Sweetser took his colleague's recommendation to heart and began experimenting with a \$20-per-day budget. After consulting

Challenge

- Increasing lead generation to email marketers
- Broadening the marketing mix to social

Solution

- Sponsored Content

Results

- 30% increase in conversions
- 69% decrease in lead-gen costs (from \$26 to \$8 per lead)

with LinkedIn Marketing Solutions, Sweetser revamped his LinkedIn strategy, implementing a comprehensive set of best practices.

Because eDataSource was interested in driving leads, Sweetser made four changes that led to impressive results:

1. Shifting his bidding strategy from cost-per-impression (CPM) to cost-per-click (CPC), which was more cost-effective for driving traffic to the website (and, ultimately, leads).
2. Using LinkedIn Sponsored Content allowed him to see how his target audience was engaging with eDataSource's content beyond just click data. Sponsored Content ads show up in the LinkedIn news feed so people can comment and engage with the content; this allowed Sweetser to know what type of content his audience was engaging with the most.
3. Developing a rich content strategy—leveraging eDataSource's extensive expertise in email marketing—to capture his target audience's attention, including promoting timely content every 3-4 weeks around relevant events and holidays like the U.S. presidential election and Father's Day.
4. Developing a range of creative for that Sponsored Content—with three to four different messages and CTAs—so the best-performing ones could be identified. Sweetser also incorporated the learnings from testing multiple variations of ad creative into creating new ad creative so he could continually optimize his marketing campaigns.

By improving their content strategy, increasing CTR engagement rates, and shifting from CPM bidding to CPC, eDataSource was able to cut costs per click by 250%. eDataSource is now getting CTRs north of 1.5% - nearly 5X greater than industry benchmarks. "LinkedIn Marketing Solutions really helped me develop an effective LinkedIn advertising strategy," said Sweetser. "I'm selling a \$25,000 product, and LinkedIn now generates an impressive number of high-quality leads for us at only \$8 per click—significantly less than our other channels."

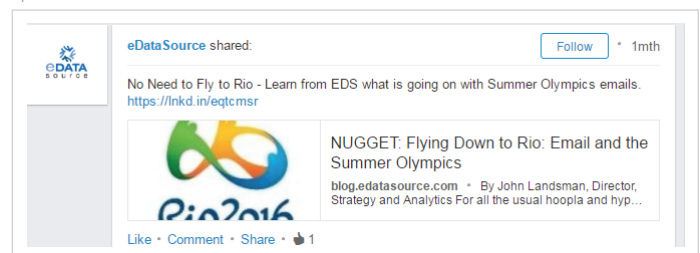
Doubling down on LinkedIn

At eDataSource, leads have an immediate and direct impact on the bottom line. "80% of the time, we convert a demo to a lead—with 20% of those leads resulting in a sale," Sweetser said. "When we get a qualified lead, we go out and talk to the prospect. So channels that can deliver qualified prospects are priceless." Using LinkedIn, eDataSource has seen a 30% increase in leads, while lowering the cost-per-lead from \$26 to \$8.

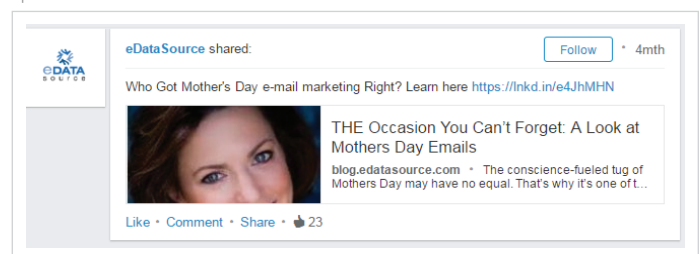
With eDataSource's aggressive growth goals, next year's plan now calls for cutting traditional spend on trade shows and email, and investing 2x on LinkedIn. "I'm a classic marketer," Sweetser said. "And as the CMO of a team of one, if something's working for me, I'm going to do more of it. And for eDataSource, that means LinkedIn."

When asked if he had any additional tips about getting the most out of LinkedIn, Sweetser offered, "Make sure to actively participate in communities to build rapport and credibility with potential clients. I've also found LinkedIn account support to be very helpful in understanding how to optimize campaigns. To make sure you get the most out of LinkedIn, experiment with all the available levers—from bidding and content strategies to ad types and creative tests. You may just end up doubling down like me."

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