



Kinvey uses Sponsored Content to significantly increase high-quality leads for their business

Kinvey, a Backend-as-a-Service (BaaS) provider that makes building enterprise-grade mobile apps more efficient, uses content to attract and nurture high-quality leads across different markets. LinkedIn Sponsored Content helps Kinvey reach their specific audiences with engaging content to generate quality leads.

Challenge

Kinvey sought a new source of high-quality leads to fill its sales funnel, but its two key audiences—mobile-focused enterprise IT specialists, and businesses that needed to quickly deploy mobile apps—were difficult to find. Adding to the challenge, these two niche audiences would likely not respond to the same types of content. Kinvey had to be able to precisely target their eBooks, guides, and presentations to ensure that the right prospects saw the right content.

Solution

Kinvey turned to LinkedIn Sponsored Content, which offers unique targeting capabilities, to reach its niche audiences with the right messages. Because Sponsored Content appears in LinkedIn feeds across desktop, smartphone, and tablet, Kinvey was able to maximize the reach of its eBooks and other materials, and drive qualified traffic into its lead nurture program.

“We strive to create content that’s useful to businesses involved in mobile app development, and we want to bring that content directly to the people who will benefit most from it,” says Lauren Pedigo, digital marketing manager at Kinvey. “LinkedIn Sponsored Content is a natural fit for us because members are looking to expand their knowledge base—and because we could provide each of our target audiences with the content that addresses their unique business needs.”

Results

By combining powerful LinkedIn targeting capabilities with content delivered directly into LinkedIn members’ feeds, Kinvey generated 38 percent more leads at a 65 percent lower cost per lead compared to other social channels. “We slowly tested and grew our investment each month, and the results speak for themselves,” says Pedigo.

- **38%** more leads than other social channels
- **65%** lower cost per lead than other social channels

How they did it

Lauren Pedigo, digital marketing manager at Kinvey, offers suggestions on how to generate leads using LinkedIn Sponsored Content.

- **Understand your goals:** "Decide what action you value as a conversion," Pedigo says. "In our case, it's a content offer sign up. We focus on that specific action and aim to maximize results for our budget. Measurement is imperative: If you don't collect data on what you're doing, you'll never know if it's working."
- **Maximize the value of your leads with a nurture program:** "As a B2B company, we know that people don't become a lead and then buy a product the next day," she explains. "We educate and nurture our leads so when they're ready to buy, our brand is top of mind. We use marketing automation software to run nurture email campaigns, score leads, and then forward qualified leads to our sales team. Nurturing gives us the maximum benefit of the leads we acquire through LinkedIn's Sponsored Content. If we didn't nurture our leads, we'd miss out on the vast majority of people who are interested in learning about our product and purchasing at a later time."
- **Match your content to your audience:** "We serve specific content to targeted audiences and organize LinkedIn advertising campaigns around those audiences," Pedigo says. "Customizing copy and artwork around audiences is a high priority. If we're serving eBook content around mobile strategy best practices, we'll use different art and copy that resonates with a CMO versus a CTO."
- **Test multiple targeting facets and creatives:** "We're running 20 to 50 campaigns weekly and continuously A/B testing different copy and artwork," Pedigo says. "We make adjustments in real time. For example, we discovered that using cool colors such as green, blue, and purple in ad artwork improved our CTR by 25 percent. We compare CTR diligently because we know that LinkedIn, like every social platform, optimizes for CTR and shows content less often when engagement drops. That's why we prioritize refreshing art and copy for Sponsored Content every week."
- **Seek campaign ideas from across your company:** "We get ideas for content from both our sales and engineering teams," says Pedigo. "The marketing team is perpetually talking with sales about the types of questions they receive from leads. We also talk with engineering about topics that are emerging in the mobile space. In terms of process, we have an outsourced writer interview our developers about a topic we choose and then they place the content of the interview into an eBook. We have an in-house graphic designer that does the creative for all eBooks."

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