



Company profile:

Radware is a global leader of cyber security and application delivery solutions for physical, cloud and software defined data centers. It provides infrastructure, application and corporate IT protection and availability services to large enterprise companies and service providers around the world.

The company's award-winning solutions empower more than 12,500 enterprise and carrier customers to quickly adapt to market challenges, maintain business continuity and achieve maximum productivity while keeping costs down.

Cybersecurity company Radware generates more leads with Document Ads

The challenge: Radware wanted to find a way to better identify and reach its target, high-intent audience and help reduce costs per acquisition.

The aim was to engage with the high value audience, predominantly cybersecurity practitioners within IT and engineering functions, to raise awareness of Radware's security products. When these companies entered the market for security solutions, Radware would be top of mind.

Enter LinkedIn Document Ads to collect quality leads, measure audience interest and build awareness of Radware's services.

The solution: Radware had looked to solve the challenge through its messaging and targeting, which had brought costs down, but the aim was to do better. Document Ads were an opportunity to do just that.

The company worked with Document Ads to promote documents directly within LinkedIn members' mobile feeds. Radware segmented its global audience by geos (North America, EMEA, and APAC) and began testing different document formats and layouts within the ads.

The concept behind Document Ads was to enhance engagement, generate leads, raise awareness for Radware, and ultimately cut down on the company's expenses.

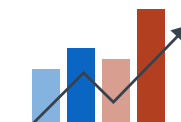
LinkedIn products used:

- Document Ads

How did LinkedIn help? LinkedIn provided guidance and help with specific campaign questions, support that helped strengthen and inform the campaign results for Radware. The targeting of the platform proved to be an important asset for the business's marketing activities, and it knew it could now hit the right audience.

With this type of ad product, LinkedIn helped Radware demonstrate its thought leadership to its audience and build higher engagement. Document Ads also contributed to a seamless customer journey through its user experience where lead gen forms were prefilled.

The results



- Volume of leads rose – **1,020** across both three and five-page documents – and were of similar high quality
- Generated more awareness of Radware at the top of the sales funnel
- The three-page ad generated **660** leads, **688,400** impressions and **3,829** clicks
- The five-pager generated **387** leads, **497,934** impressions and **2,680** clicks
- Click-through rates were **0.56%** (three-pager) and **0.54%** (five-page ad)
- India led for CVRs at **20.83%** (3-page) and **19.06%** (5-page). The average was **13.46%** and **13.59%** respectively.



“The Document Ads setup is very simple and makes for a seamless user experience. It has added an extra level of efficiency but ultimately the ad just performed more strongly in terms of click throughs and conversions than previous campaigns. The platform is a solid match to Radware's needs.”

- Daniel Rapoport, Senior Digital Acquisition Marketing Manager.