

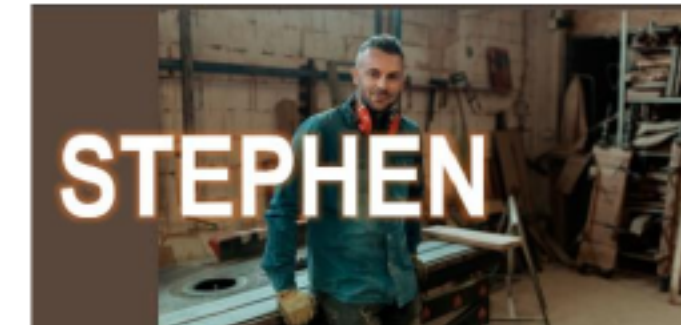
LinkedIn CTV Case Study

❏ Background

- ❖ {REDACTED} campaign goal was to increase consideration for {REDACTED} services with a focus on two identified personas, John & Stephen.
- ❖ LinkedIn has historically been a high cost and low traffic channel for North America campaigns. Even with the landing page activity showing LinkedIn sends good quality engaged users, justifying the cost to the clients is sometimes a hard sell.
- ❖ LinkedIn has recently opened Beta testing for a new ad type, CTV, that is currently only available in North America.
- ❖ Facebook tests have shown retargeting an audience that has viewed a video ad with a link ad has increased engagement for the link ad.
- ❖ LinkedIn audiences tend to be more receptive to B2B advertisements and offers niche targeting specific to these personas



John (testimonial ads) - wants {REDACTED} to be the expert, giving financial advice to make the best decisions (price, payment, terms & conditions), treating them like a valued customer and delivering on what they promise.



Stephen (Martin ads) – wants {REDACTED} to give him the best quality experience, handle the next steps after deciding what he needs (rate, price, quality), lives up to their reputation, treats them like a valued customer and delivers on what they promise.

❑ LinkedIn CTV Case Study

Objective

Our main objective is to build client confidence with targeting B2B audiences on LinkedIn. We want to reduce their concern of cost in relation to the traffic value.

Expected Result

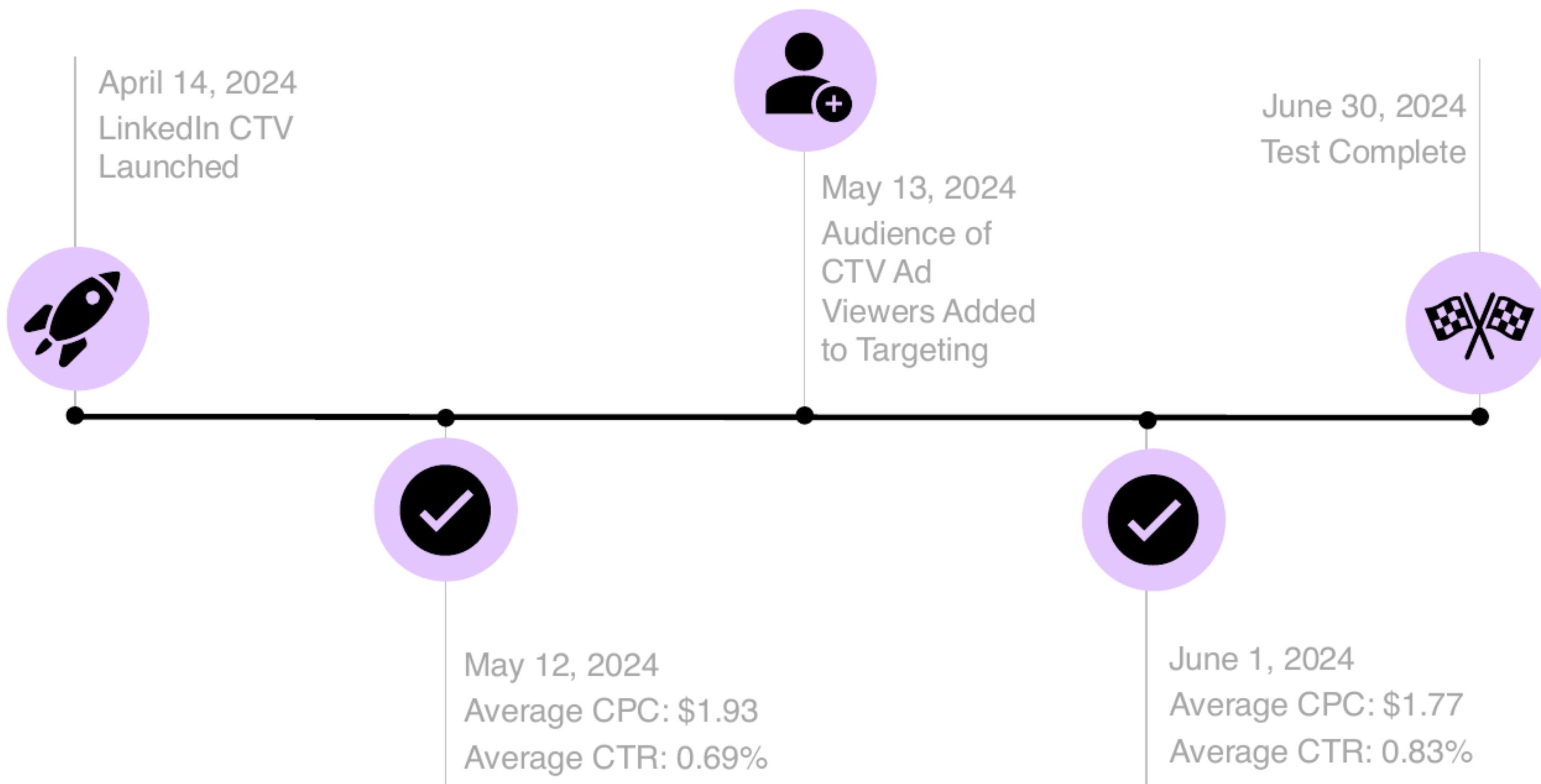
A “warmer-than-cold” audience built from users who viewed a LinkedIn CTV ad will be more likely to engage with our sponsored post ads and improve performance.

Measures of Success:

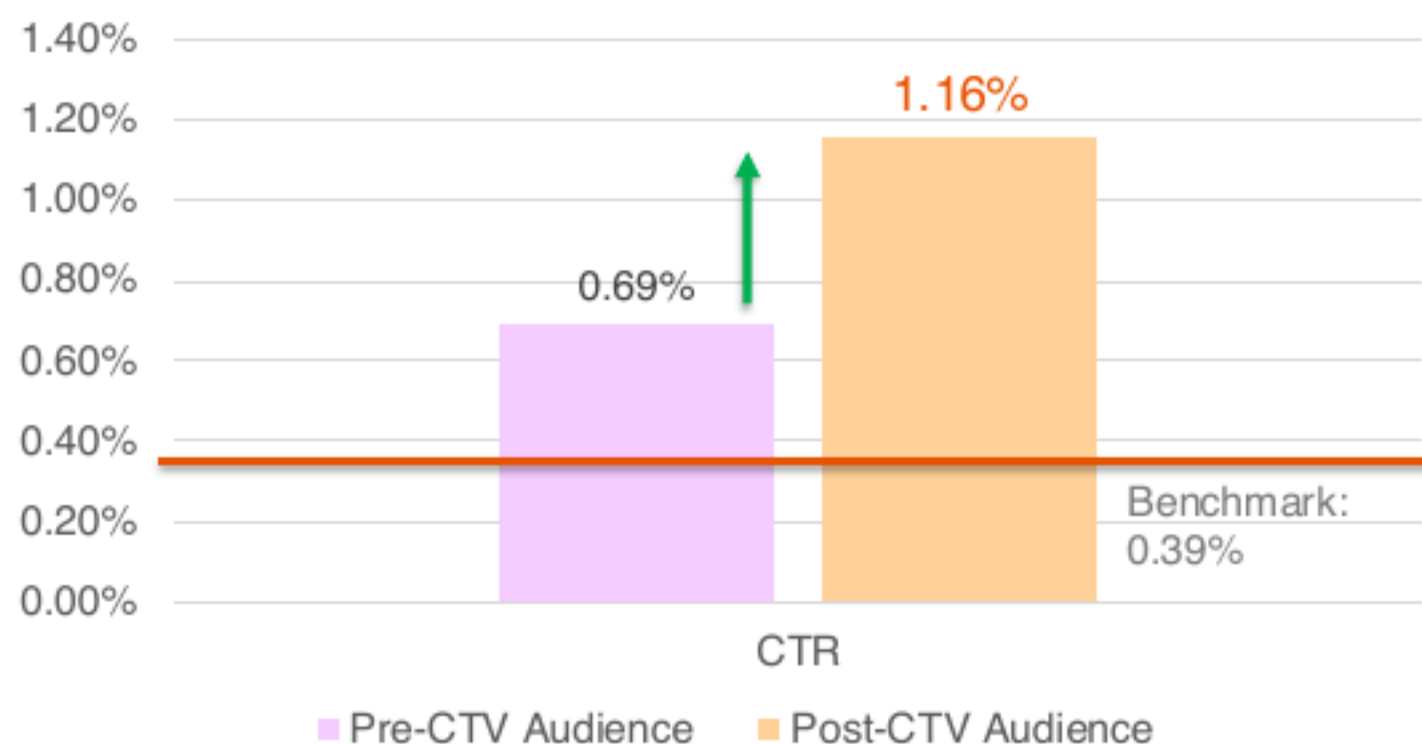
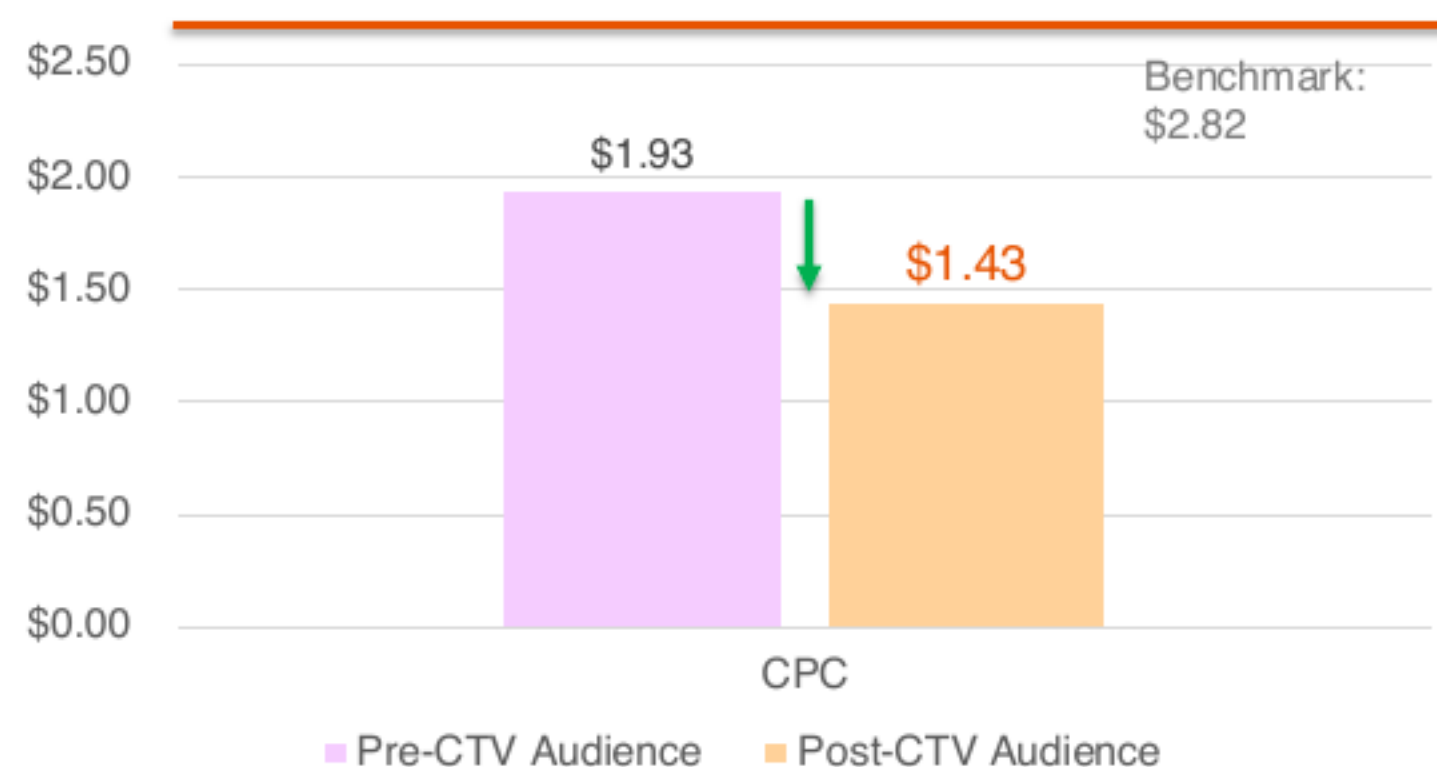
- ❖ Increased CTR
- ❖ Decreased CPC
- ❖ Increase in percentage of engaged web sessions



Timeline



Results



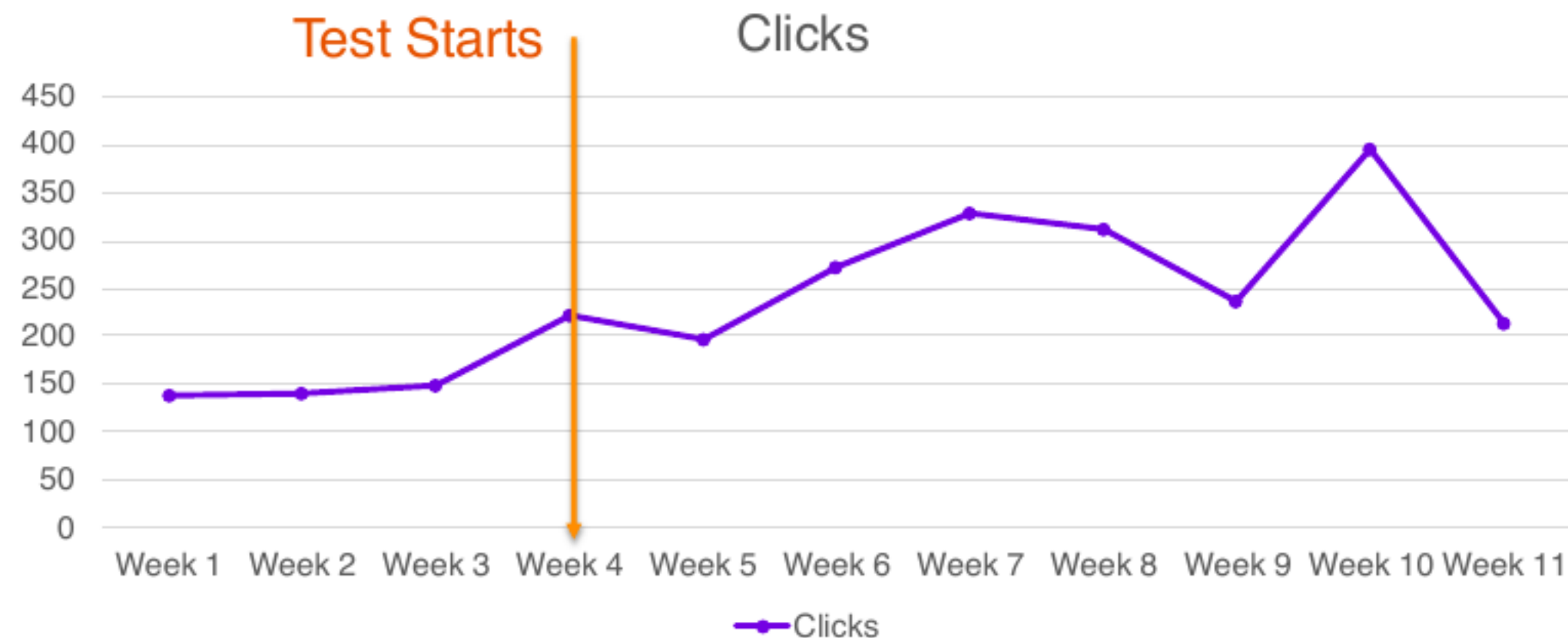
The CTR also started 77% above the benchmark with the CTV ad viewers audience increasing the CTR by 68%.

The campaign's initial CPC was lower than the 2023 benchmark by 31%. By adding the audience of CTV ad viewers we lowered the cost per click by another 24%.

Results

The 24% lower CPC resulted in an average savings of \$0.50 per click.

The 68% increase in CTR lead to an average of 9 more clicks per day.



Web data also points to a more engaged audience.

- ❖ 350% increase in average total engaged sessions per day
- ❖ Lowered bounce rate from 50% to 43%

❏ Conclusion

The web engagement results affirm LinkedIn's effectiveness as a valuable platform for achieving B2B paid media objectives. The test outcomes clearly illustrate the advantages of targeting an audience familiarized with our creative messaging, evidenced by a 78% reduction in average cost per engaged session.

These findings directly address cost-effectiveness concerns and position the recommendation favorably in discussions about the value of LinkedIn traffic. Looking ahead, these insights will inform our strategy to enhance future campaigns, leveraging LinkedIn's potential to foster significant user engagement and support our client's marketing goals effectively.

Key Takeaways:

- ❖ 68% increase in CTR
- ❖ 24% decrease in CPC
- ❖ 29% increase in average clicks per day
- ❖ 12% decrease in bounce rate
- ❖ 78% decrease in average cost per engaged session