

LinkedIn + Intent: Maximize conversions with timeliness and relevance

There's no question the B2B prospects you're trying to reach can be found on LinkedIn—the real question is how to get their attention.

Here's how



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While it's true that LinkedIn™ has over 750 million business-oriented members (and growing), the effectiveness of LinkedIn advertising isn't just due to the raw numbers: it's because of the motivation of the members themselves.

LinkedIn users aren't your average business people. In fact, LinkedIn has demonstrated that professionals on LinkedIn have 2x the buying power of the average web audience, with 4 out of 5 driving business decisions within their organizations.

These are individuals who are actively looking to connect with like-minded professionals, learn, develop, and grow—and that's why LinkedIn has found that its members are 1.7x more likely to be receptive to ads.

Ok, LinkedIn has the right people, but how do I reach them?

From Sponsored Content video and text ads to targeted Sponsored Messaging and custom Lead Gen Forms, LinkedIn offers a wide spectrum of ad format options for connecting with prospects throughout your marketing and sales funnel.

On top of the ad format offering, LinkedIn has a unique ability to granularly target individuals based on factors like:

- Job Function
- Seniority
- Title
- Skills
- Years of Experience
- Degree
- School
- Interests
- Groups



Using an ABM approach? Have no fear!
You can target businesses by:

- Connections
- Followers
- Industry
- Name
- Size

With all of these targeting tools at your fingertips, getting in front of your ideal personas and decision makers is very natural due to LinkedIn's B2B focus...

...but reaching the right persona is only half the battle.

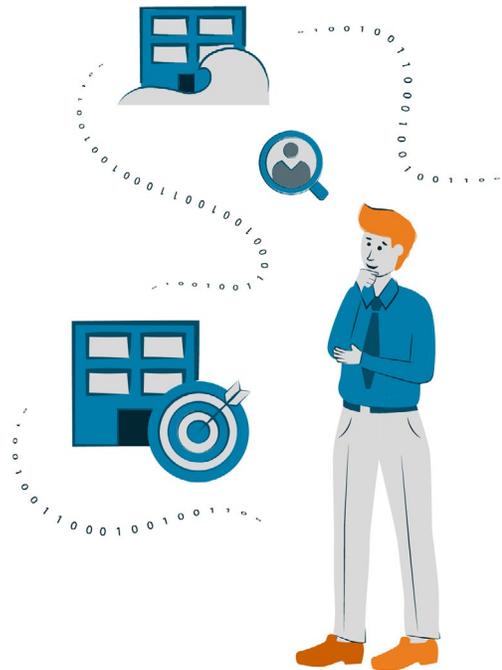
Approaching the right prospect at the wrong time is as ineffective as messaging the wrong prospect.

Is it really worth the effort to reach a key decision maker at the wrong time or with the wrong message?

Despite LinkedIn's impressive targeting capabilities, there are two critical parameters that must still be considered:

- Topics of interest
- Level of interest

Thankfully [Intent data](#) fills these critical gaps.



What is Intent data?

As B2B users traverse the web, viewing and consuming various forms of content on their digital buying journeys, they leave a trail of data behind that can indicate what products and services they're interested in.

Intent data providers (like Bombora) collect and stitch this data together to build a more complete picture of buyer intent than any single company could assemble on its own.

This data is similar to the data you already collect from your current website ("first-party Intent data" like form fills, visitor info, webinar attendees, etc.), but we pull this data from interactions across the web, not just your website.

This makes Bombora's data ("third-party Intent data") much more comprehensive, as it includes information like content topics consumed, consumption channels, behavioral profiles, etc.—we can even tell if your prospects are researching competitive products—and it's all collected from a Data Co-op of over 4,000 business websites.

How do I use Intent data effectively?

In its raw form, this data would be overwhelming, so we crunch this data for you and output an account list ranked with easy-to-use Company Surge® Scores split by topic.

This means you'll know which of your target accounts are currently researching any of your target topics... and how intensely they're looking now.

In other words, you'll know which content will be most likely to resonate with your target accounts/prospects and which businesses aren't currently in-market (and shouldn't be targeted).

To learn more about how Bombora's Intent data helps prioritize sales and drives targeted marketing, visit www.bombora.com/integrations/linkedin

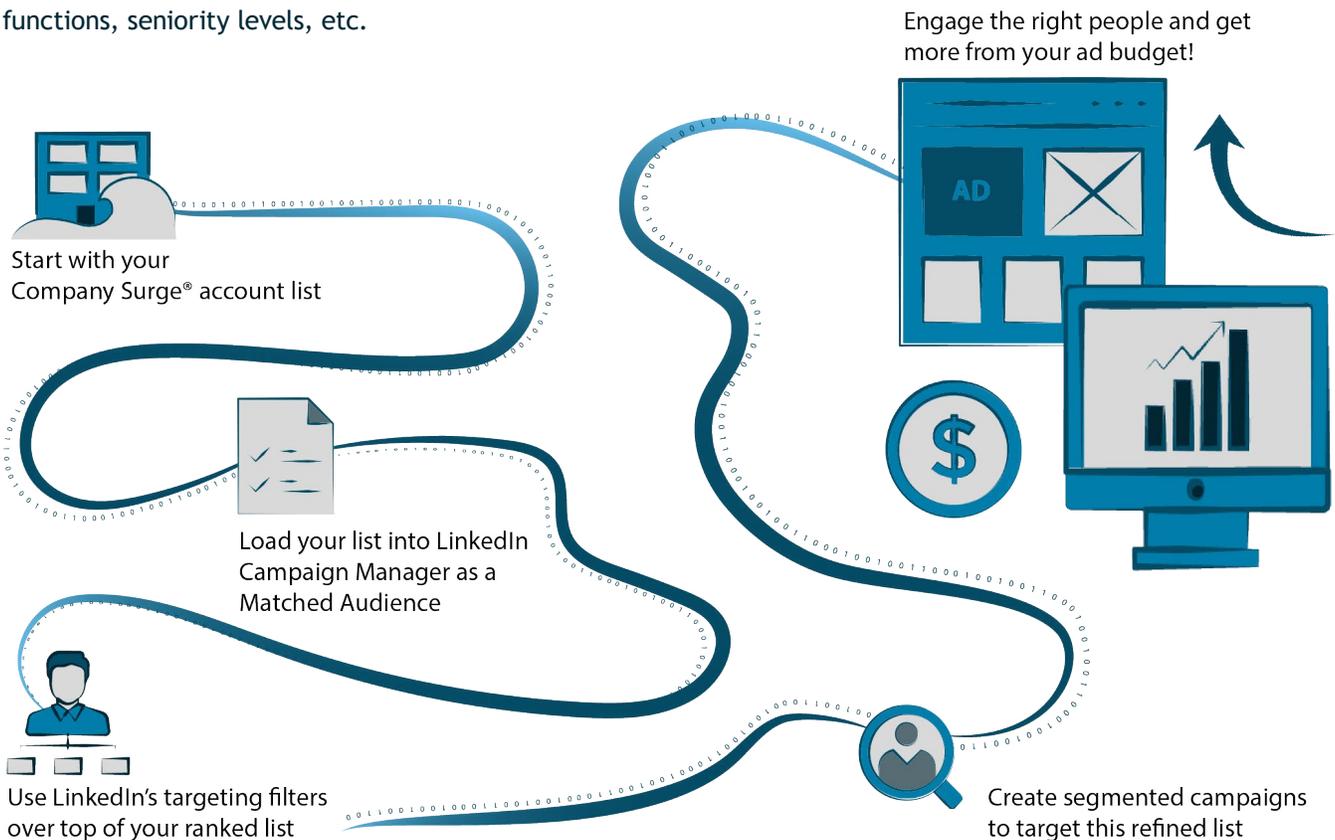
...but how does this data help my LinkedIn ad campaigns?

Intent data works as a guide to help you hit the 3 most critical factors with your marketing efforts:

1. Approaching the right prospects
2. With the most relevant topics of interest
3. At the right time.

Here's the process using Bombora's LinkedIn ads integration:

1. Start with your Company Surge® account list (these accounts are actively researching your selected topics).
2. Use the Bombora LinkedIn ads integration to push your account list to LinkedIn Campaign Manager as a Matched Audience.
3. Refine your targeting using LinkedIn's first party data to ensure you're targeting the right job functions, seniority levels, etc.
4. Create segmented campaigns to target this refined list.
5. Experience the power of integrating Intent data to engage the right people and get more from your ad budget!



More than a theory— Intent data in action



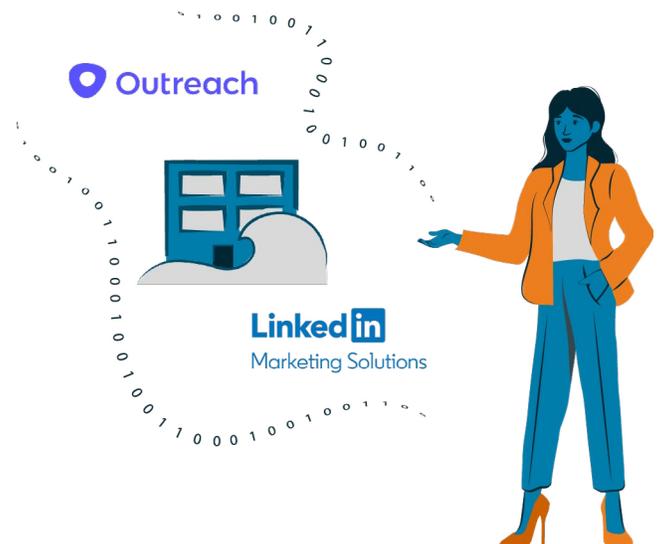
Outreach, a leading sales enablement platform, achieved a 9.4% boost in impressions and 32% lower average CPM using LinkedIn ads with Bombora's Company Surge®. Here's how they did it:

Paid social on LinkedIn is a big chunk of Outreach's marketing spend, so the team needs to be sure its spend is effective. While Outreach knows its target market is active on LinkedIn, traditional targeting only delivers prospects based on profile, but not their intent.

- ✓ Outreach has an ABM approach which focuses on using Company Surge® Intent data to serve personalized ads to segmented named accounts.
- ✓ Outreach also uses a persona-based approach to do the same, but based on the demographic and Intent data, regardless of the account.

Logistically, here's what it looks like:

1. First, Outreach uses Bombora Company Surge® data to understand which accounts are actively showing buying Intent signals, by identifying the topic clusters highly researched by each account.
2. Outreach then segments its targets by two separate funnels, persona-based and ABM. The team uses the LinkedIn Campaign Manager filters to lock-in on its target personas as well as separate Decision Makers from Individual Contributors.
3. Finally, after the LinkedIn filters are applied, Outreach launches a campaign centered around the identified relevant topic to its highest Intent targets.



The Deets:

Outreach doesn't just use simple topics to customize its outreach. They track around 100 different topics (such as "sales efficiency", "sales reporting", and even competitor topics), and then roll these into broader "pain point groups" known as Intent topic clusters.

For example, if an account is researching the individual topic "sales efficiency", this rolls into the "coaching and leadership" Intent topic cluster which pushes to an e-book on "real-time sales enablement enhancing calls with buyers".

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An Intent-based segmentation strategy on LinkedIn allowed us to target and engage different personas and accounts with content based on topics they showed interest in. Intent-based LinkedIn campaigns demonstrated 9.4% more impressions than the next highest LinkedIn campaigns, and we lowered our average CPM by 32% for all campaigns combined.



Kelly Justice, Director of Demand Generation and Marketing Operations at Outreach

It's time to add context to your prospect lists.

Successful campaigns don't rely on 'should's (as in, 'This business or prospect should be interested in our solution. '), but 'should's are the best you can get from targeting without context.

Go beyond profile targeting - Make sure your campaigns are successful by easily understanding your prospects' most relevant topics of interest with Bombora's Company Surge® for LinkedIn.

Ready to start getting real results on your LinkedIn ad campaigns?

Visit bombora.com/integration/linkedin/ to see a free demo today.

LinkedIn
Marketing Solutions

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Bombora tells businesses which accounts are researching their products and services. With this understanding, sales and marketing teams can be more relevant and consistent and improve performance across all activities. This Intent-driven approach revolutionizes the way businesses market and sell to other businesses through transparent data built on an ecosystem of quality, collaboration and innovation. With direct integrations with dozens of leading data and media-buying platforms, Bombora is building a world in which business buyers value sales and marketing for its relevance, timeliness and accuracy. To learn more, visit bombora.com.

