

# LinkedIn Ads Case Study



Exclusive Networks is a global trusted cybersecurity specialist helping to drive the transition to a totally trusted digital world for all people and organisations.



## HITACHI VANTARA INTELLIGENT DATA GOVERNANCE LINKEDIN DIGITAL CAMPAIGN

This campaign was focused on the repositioning of the Hitachi Vantara brand from pure storage to data driven compliance. Placing the brand's ability to be a solutions partner at the forefront and through this discover new leads for the brand.



### GOALS

- Raise awareness of Hitachi Vantara data driven solutions between C-level and Senior Management profiles in the medical, financial services, insurance, and manufacturing sectors.
- Lead generation to expand their contact network and move the contact along the sales funnel.

## AT A GLANCE

### AGREED UPON KPI'S

- **Clicks:** 100 – 200
- **Leads:** 5 – 10
- **Impressions:** 10k – 25k

### RESULTS

- **Clicks:** 724
- **Leads:** 6
- **Impressions:** 142,361



## APPROACH

We ran a one-month lead generation campaign to leverage LinkedIn's precise targeting capabilities and accurate first-party data. Driving customers directly to a LinkedIn Lead Generation Form, they built a pipeline of leads in two key markets.

### Defined campaign audience

- **Location:** South Africa
- **Job Function:** Chief Compliance Officer, Data Protection Officer, Head of IT, Legal Teams, Client/User Services, Mobility Teams, VP/Director/Architect of Infrastructure, Compliance & Security Officer.
- **Verticals:** Financial services, insurance, medical, and manufacturing.

### Compelling creative was created to drive possible leads to action

This campaign was successful in its goals and displayed the power of LinkedIn's native lead generation forms. This campaign drove decision makers not only to the brand but also moved them into the clients sales funnel.



[www.digitalstream.co.za](http://www.digitalstream.co.za)



[info@digitalstream.co.za](mailto:info@digitalstream.co.za)



+27 (0) 71 596 9089

