



LinkedIn Ads Case Study



VNQ Systems (Virtual and Networks Quality Systems), commonly known as VNQ Systems, is a leading Customer Experience, Performance, and Availability Management company in South Africa.



HITACHI VANTARA OBJECT STORAGE SOLUTIONS CAMPAIGN

This campaign was focused on the benefits of object storage for IT organizations seeking to improve the way data is stored and processed in this age of digital transformation.



GOALS

- Raise awareness of Hitachi Vantara Object storage solutions between C-level and Senior Management profiles in the Banking, financial, services, insurance, and telecommunication 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 - 220
- **Leads:** 5 - 10
- **Impressions:** 10k - 25k

RESULTS

- **Clicks:** 310
- **Leads:** 7
- **Impressions:** 59,832



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:** Banking, financial, services, insurance, and Telecommunication.

Compelling creative was created to drive possible leads to action

This campaign was extremely 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 client's sales funnel.



www.digitalstream.co.za



info@digitalstream.co.za



+27 (0) 71 596 9089

