Results: Pilot LinkedIn Campaign

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As part of our efforts to continue to build out our social presence, we conducted a pilot paid LinkedIn campaign that recently wrapped. The goal was two-fold - 1) from an external perspective: raise visibility of UA among senior IT leaders and increase hits to the website and 2) from an internal perspective: continue to pressure test how our messaging is resonating with key audiences.

Overall the campaign was a success, resulting in above average click-thru rates to the UASG.TECH website and providing additional insights on the three core UA messages that we tested.

Below are additional details on the campaign as well as recommended next steps.

Campaign Overview
To increase visibility within the B2B community, we selected LinkedIn for the pilot paid campaign as the leading platform for business leaders. For the campaign, we created three test ads, each based on a key UASG message, that ran on LinkedIn from 18 April through 4 May. The ads were optimized in real-time based, meaning we could turn off ads that were under performing and shift the remainder of the budget to the higher-performing ads. As this was an initial test, we limited the pay-for-click campaign spend to $5K that we set to run until the budget was gone.

Audience
LinkedIn allows us to target our paid ads to certain job titles, markets and languages. We targeted senior IT leaders (inclusive of wide range of titles such as CIOs, director of information technology, etc.), 36 markets (including Australia, Brazil, India, Germany, Japan, China, South Africa), with a focus on LinkedIn profiles in English.

Ads and Results
Overall, we are pleased with the results. Our average click-through rate was well above average, cost per click was on the low end of the expected range and more than half of the people who clicked on the ads clicked through to the UASG website. For your background, a click-thru rate above 0.3% is considered a positive result, and an average cost per click between $5 and $10 is considered standard.

In terms of messaging Ad #3, which positioned UA as a 'bug fix' that can drive revenue for organizations, was our strongest performer.

Ad	Copy	Image	Results

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Ad #1 [linkedin.com]	Learn how Universal Acceptance, the idea that all domains are treated equally, is a business opportunity for IT leaders.		(ran 18-20 April) • **Ad clicks:** 38 • **Impressions (views):** 9,930 • **Average click-thru rate:** 0.383% • **Social actions (likes, etc.):** 2 • **Average cost per click:** $6.96
Ad #2: [linkedin.com]	Learn how a lack of Universal Acceptance is costing your organization customers by not supporting their chosen identities.		(ran 18-24 April) • **Ad clicks:** 142 • **Impressions (views):** 29,004 • **Average click-thru rate:** 0.49% • **Social actions (likes, etc.):** 29 • **Average cost per click:** $6.62
Ad #3: [linkedin.com]	IT leaders might be surprised to learn how a routine "bug fix" can help generate significant revenue for their organization.		(ran 18-24 April and 1-4 May) • **Ad clicks:** 587 • **Impressions (views):** 112,154 • **Average click-thru rate:** 0.523% • **Social actions (likes, etc.):** 105 • **Average cost per click:** $6.47
Overall results of all three ads:		• **Ad clicks:** 767 • **Impressions (views):** 151,088 • **Average click-thru rate:** 0.508% (anything above 0.3% is considered a positive result) • **Social actions (likes, shares, comments):** 136 • **Average cost per click:** $6.52 (between $5 and $10 is standard) • **Page views to our landing page:** 407 (366 unique)	

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We also looked at the Google Analytics behind the UASG.tech website to get an idea of who might be visiting the site from the campaign. While Google does not provide a geographic breakdown for specific pages, we were able to spot a few trends in general site traffic worth calling out. From the beginning of the calendar year until the campaign launched, the U.S. alone comprised nearly half of site traffic (45.71%). During the campaign, that percentage went down to 30.08%, and we saw an uptick in traffic from other markets. The results indicate that our content resonated with non-U.S. audiences, particularly in Canada and Brazil.

Percentage of overall site visitors, from January to mid-April (top 5 markets only):
1. United States – 45.71%
2. India – 6.03%
3. Hong Kong – 4.02%
4. United Arab Emirates – 3.95%
5. United Kingdom – 3.89%

Percentage of overall site visitors for the duration of the campaign (top 5 markets only):
1. United States – 30.08%
2. India – 12.76%
3. Canada – 6.62%
4. Brazil – 4.57%
5. United Kingdom – 4.45%

Summary + Recommendation
Overall this campaign was helpful for elevating awareness of UA and driving traffic to the website, allowing us to create a benchmark and enabling us to learn more about our target audiences. Since it is a pay for click model, if we devote more money to the campaign, it will result in higher click throughs; however, the UASG can also take a more ad hoc approach, like when we have media coverage we'd like to amplify, or specific calls to action. We can be more turn-key and opportunistic when executing paid amplification, adjusting the spend and audience as necessary based on the content.

From a geographic perspective, the results are something to consider as we look at future programming and engagement in specific regions.

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