



NetBrain reaches hard-to-find prospects with Sponsored InMail and Sponsored Content

“LinkedIn offers the most precise targeting and messaging of any platform. It helps you reach the right people with the right message.”



Priyank Savla
Digital Marketing Manager
NetBrain Technologies Inc.

Targeting hard-to-reach technology influencers

NetBrain is an enterprise software company that offers companies a platform for automating network documentation and troubleshooting. “Creating and maintaining network documentation is a huge challenge because networks change constantly,” says Priyank Savla, NetBrain’s digital marketing manager. “Our solution creates and updates network documentation automatically.”

NetBrain’s challenge, however, is reaching the right prospects. The company targets senior-level network engineers at large enterprises, which is a difficult audience to find through traditional advertising methods.

“I could advertise in trade magazines, but I don’t know if that person is senior enough,” says Savla. “The same is true of keyword advertising. Just because someone is searching for our products doesn’t mean they are the right customer.”

Challenge

- Reach niche audience of technology influencers
- Raise awareness of product offering
- Build relationships with targeted accounts

Solution

- LinkedIn Sponsored InMail and Sponsored Content

Results

- Established relationships with pre-qualified accounts
- Raised awareness of product with influential audience
- **\$4.1 million** in revenue influenced by LinkedIn

"Our major challenge is just finding the right person, which is where LinkedIn really helps, because I can't target our audience in a better way."

Building awareness among tech influencers

NetBrain uses a dual-pronged approach to reach targeted prospects that includes both LinkedIn Sponsored Content and Sponsored InMail.

The Company uses Sponsored Content to serve up use cases to targeted prospects. Prospects who click through to NetBrain's homepage are then invited to sign up for an on-demand product demo.

NetBrain's Sponsored Content strategy is to generate leads from a mass audience based on specific job titles, even in cases where the prospect's company is too small to target. "We understand that people switch jobs all the time, so we are willing to spend money to educate them," says Savla.

Reaching out to just the right people

NetBrain's use of Sponsored InMail, on the other hand, is extremely targeted, as they target employees at companies that their sales team has identified as likely prospects. Their use of InMail to offer a free network documentation has provided exceptional results: "Our click-through rates on LinkedIn InMail are ten times higher than click-through rates on our standard email blasts," says Savla. "So it's more permissive in nature and it just performs really well."

Unlike many other advertising models, InMail allows NetBrain to provide detailed information on their solution to ensure that prospects understand the problem the Company can help solve. It's an ideal tool for marketing complex solutions that cannot be easily defined in a sentence or two.

"When we reach out to people using Sponsored Content, we are just giving product information. But when we send a Sponsored InMail, we really want to begin a relationship."

Driving revenue with the best targeting of any platform

NetBrain has been using LinkedIn products for one year, and Savla says LinkedIn has influenced nearly \$4.1 million in new revenue. "We've seen a lot of good results, and there are a lot of other deals in the pipeline that could potentially project higher revenues."

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