



How NICE nurtured objective-beating results on LinkedIn

NICE (Nasdaq:NICE) is the worldwide leading provider of both cloud and on premise enterprise software solutions that empower organizations to make smarter decisions based on advanced analytics of structured and unstructured data. NICE helps organizations of all sizes deliver better customer service, ensure compliance, combat fraud and safeguard citizens. Over 22,000 organizations in more than 150 countries, including over 80 of the Fortune 100 companies, are using NICE solutions. www.nice.com.

As a leading provider of solutions which optimize operational efficiencies in the Back Office, NICE beat campaign targets by combining awareness-building content with lead nurturing techniques.

NICE needed a way to build on its use of LinkedIn for sales - and drive awareness of its leading Back-Office solutions amongst likely customers at scale. LinkedIn Marketing Solutions' unique capacity for engaging on different levels drove leads at five times the campaign's target rate.

The Challenge:

- Build awareness of NICE's Back office Solutions and its ability to measure, manage and improve employee proficiency.
- Engage with high-level decision-makers to build consideration of NICE as a complete Back-Office solution
- Generate and nurture leads

The Solution:

- Display Ads and Sponsored Content promoting eBook assets
- Targeting of specific sectors and promising prospect accounts
- Download forms to capture lead data
- Personalized follow-up via InMail

Why LinkedIn?

- Integration of marketing and sales solutions
- Targeting capabilities, including reaching promising accounts at scale
- Professional content platform, respected by decision-makers
- Ability to support both one-to-many and one-to-one communication

Results:

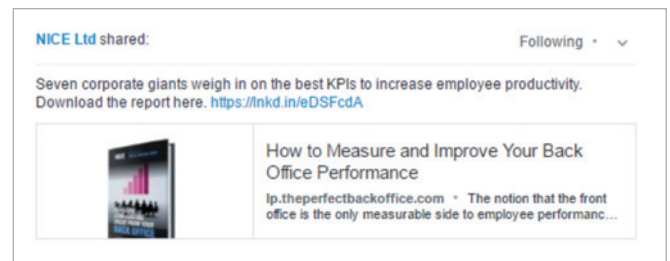
- The LinkedIn campaign delivered a click-through rate of 0.35% and an engagement rate of 0.41%
- It successfully engaged key decision-makers across 200 target accounts
- NICE succeeded in generating leads at 5x the rate set as an objective for the campaign

Targeting promising accounts at scale

NICE was already making effective use of LinkedIn as a sales tool - but as it made the transition to offering complete back-office solutions, it needed a way to reach likely customers at scale. LinkedIn Marketing Solutions' unique targeting capabilities provided the answer. Not only could NICE focus its efforts around key sectors such as insurance, finance and medical, but it was also able to use account-based targeting techniques to reach all relevant influencers within its most likely prospect businesses.

Mixing awareness building with lead nurturing

NICE and its agency Pravda Media Group developed thought-leading eBooks demonstrating its expertise and reshaping perceptions around the value that back-office solutions provide. Sponsored Content and Display Ads promoted the eBooks to decision-makers amongst businesses on its target list, with prospects entering their contact details when downloading the assets. The approach generated leads at 5x the rate set as a target for the campaign, with sales teams able to use personalized InMails to move those leads through to conversion.



"We needed a way to build on our existing use of LinkedIn for sales – and reach more decision-makers at promising accounts. Sponsored Content and Display Ads delivered for us. In fact, they generated leads at 5 times the rate we were expecting."



David Geffen
Marketing Director, Back Office Solutions
NICE

