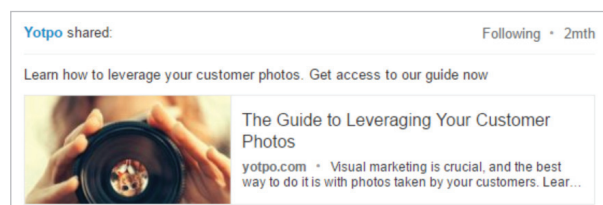
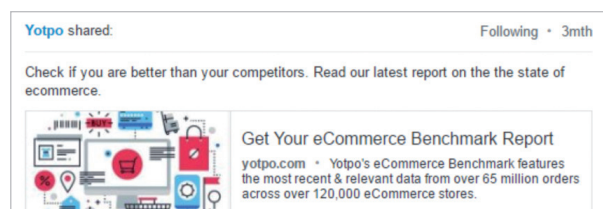


How Yotpo made content count on LinkedIn

Working with LinkedIn helped the UGC platform transform the value of its own content in terms of leads and revenue

When you have a product that's relevant to a broad range of businesses, focusing your marketing efforts is often one of the greatest challenges. For the UGC marketing platform Yotpo, which helps eCommerce businesses take control of user-generated content like ratings & reviews, photos and Q&As, a new approach to targeting on LinkedIn helped to transform Return on Investment.



The Challenge:

- Identify and target the most relevant audiences for Yotpo's UGC solutions
- Drive quality leads
- Ensure strong conversion to revenue

The Solution:

- Multi-campaign targeting focused on US eCommerce companies and members of eCommerce-related groups on LinkedIn
- High-value eBooks providing a reason for leads to share contact details
- Sponsored Content promoting eBook content to relevant target audiences

Why LinkedIn?

- World's leading professional content platform
- Reach amongst eCommerce companies in the US and other markets
- Ability to reach audiences in a professional mindset, when open to sharing contact details
- Precision targeting capabilities

Results:

- Yotpo's LinkedIn campaigns have delivered an ROI of over 3x through converted opportunities
- LinkedIn campaigns delivered over 1.2 million impressions across Yotpo's target audiences, with a click-through rate of 0.36% and an engagement rate of 0.42%

Taking a campaign-based approach to targeting

Narrowing down the most profitable sources of leads was one of the Yotpo team's biggest challenges – because a solution for taking control of user-generated content has potential appeal for many different categories. "When we first started with LinkedIn we tried to target marketing managers and above in all types of companies – and we found that approach didn't really work for us," explains Yotpo's Acquisition and Lead Generation Director Adi Palkovic. "When we talked to the LinkedIn Marketing Solutions team, they suggested focusing on eCommerce businesses and using a number of smaller campaigns to target these in different ways. That started working immediately. It made a huge difference."

"LinkedIn is now the first place we now look to promote our content assets because the results we get in terms of lead quality and eventual conversions are extremely good – and they more than justify the cost of sponsoring content."



Adi Palkovic
Acquisition & Lead Generation Director
Yotpo

One of the approaches used with great success by Yotpo was to target members of eCommerce-related groups on LinkedIn. "That was another suggestion from the LinkedIn team and it provided as with a route to finding those with an immediate, relevant need for our solutions," says Adi.

Leveraging full value from Yotpo's content assets

Sponsored Content took the lead role in Yotpo's LinkedIn activity from the outset – but the nature of that content quickly evolved. "At first we tried to promote our products directly but we found that didn't drive the engagement we were looking for," explains Adi. "The LinkedIn team worked with us to find an approach that could generate greater engagement but still drive leads."

Yotpo leveraged its expertise in eCommerce and user reviews to produce several different eBooks: The State of eCommerce Benchmark Report, for example, which leveraged data from over 65 million orders. It promoted these eBooks through Sponsored Content, with audience members entering their contact details via data capture forms, in order to download. "We tried a lot of variations in the Sponsored Content that we used to promote each asset, to ensure we were getting maximum value from it in terms of leads," says Adi. "We switched to promoting a new content asset only when the leads from the previous asset dropped off." This commitment to maximising the value of content has helped Yotpo to achieve an ROI of more than 3x from its LinkedIn campaigns.