LinkedSelling

The Exact Paid Ads Campaign We Ran That Generated Results That Were So Good, LinkedIn Wrote a Case Study About Us

How Rivery Generated a 3X Return on Ad Spend & Added $250,000 of Potential Revenue to Their Pipeline in 7 Months

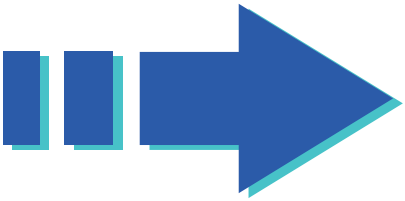
The Problem

Rivery specializes in helping companies build complex, end-to-end ELT data pipelines, fast. ELT stands for Extract, Load, Transform and is the process of transferring raw data from a source server to a data system (such as a data warehouse).

Before they came to us, Rivery had been testing a content lead strategy that focused on building their brand and building demand to a refined target market but they weren't getting the results they had hoped for.

They knew they needed to shift their strategy to include lead generation in order to get the right kinds of results for their business. They needed the additional manpower and a proven, comprehensive system to reach out to the right prospects but they just didn't have the time or expertise to do it on their own.

That's when they reached out to LinkedSelling.



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Their Target Market

Before we determine the exact strategy that we will use for this campaign, we first have to dive deep into the types of people that we will be targeting.

Together, we decided to target the following job titles within companies with 50–1000 employees:

- *Senior Business Intelligence Analyst*
- *Data Operations Manager*
- *Data Quality Manager*
- *Director Technology Solutions*
- *Data Architect*
- *Data Scientist*
- *Data Engineer*
- *VP of Analytics*
- *Senior Data Manager*

And more.

> *"Deals from leads exposed to LinkedIn ads have closed 36.8% faster than our average days to close across other channels."*
>
> *- Alex Nelson, Rivery's Marketing Director*

The Solution

After identifying Rivery's target audience, it was time to figure out the strategy. For this campaign, we utilized a 4-step LinkedIn ads campaign.

The 4-step system included:

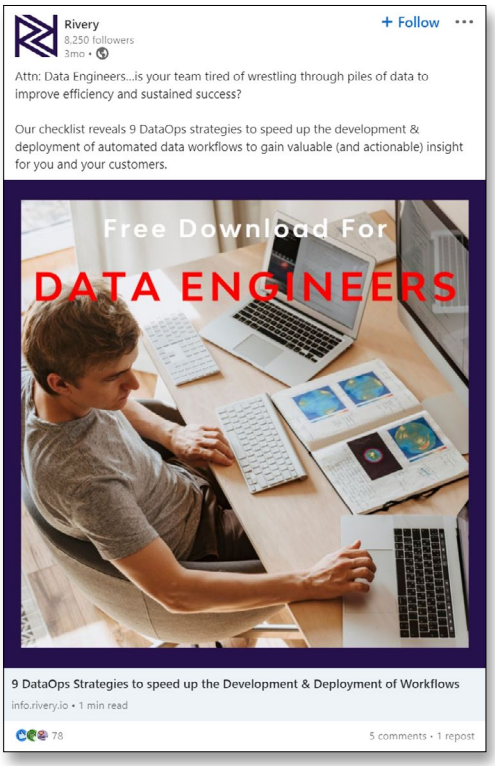
Step 1:
LinkedIn Ad - Promoting their Data Ops Checklist PDF download

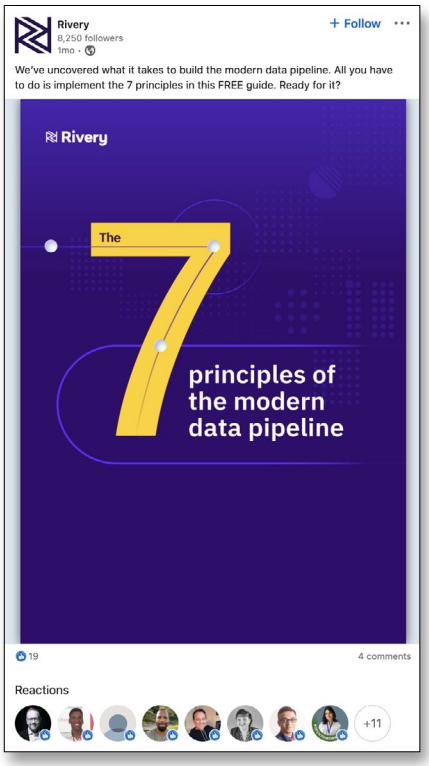
Step 2:
Landing Page - Where leads could put their information in exchange for the PDF

Step 3:
Consultation Page - Urging leads to book a call with the Rivery team

Step 4:
Follow Up Emails + Phone Calls From Our Internal Team

Here are two of the ads that we ran on LinkedIn over the course of the campaign:





The Results

Over the course of 7 months, this campaign generated a 3X return on Rivery's spend, just from LinkedIn ads. Our team was also able to add over $250,000 in potential revenue to their pipeline. With the number of new leads that were generated from this campaign, they now have the potential to add even more revenue in the future with the right follow up sequence in place.

LinkedIn Noticed Our Work With Rivery and Wrote a Case Study On It!

In mid 2023, LinkedIn noticed the work we were doing for Rivery and were so impressed with the results, they decided to write a case study about it!

The case study had a huge focus on this statement, *"enhanced granularity in tracking funnel metrics and campaign ROAS has provided Rivery with deeper insights into LinkedIn's comprehensive impact on revenue and pipeline".* They also noted that this campaign yielded these results:

36.8% Shorter Deal Cycles
36.6% Higher Opportunity Win Rates

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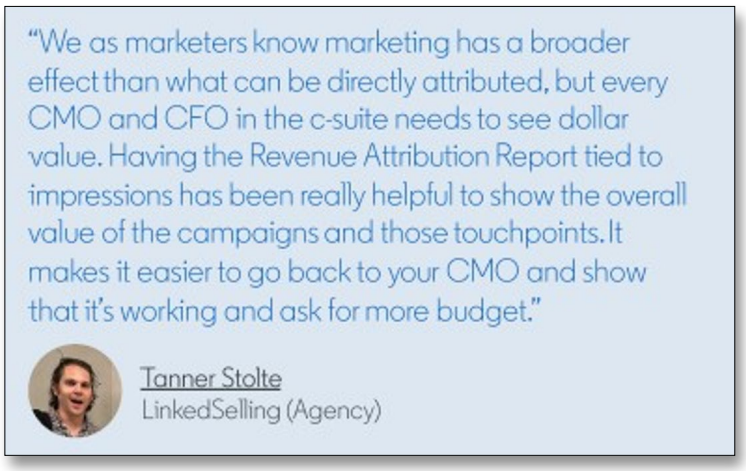
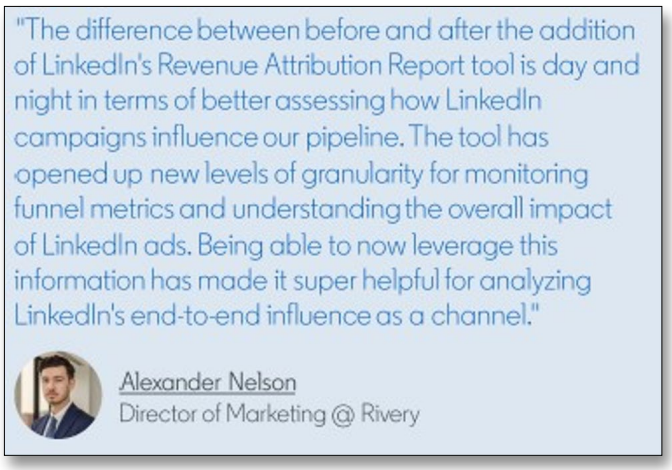
Because of these results, Rivery's confidence in this strategy was unmatched and it convinced them to raise their budget nearly 60% and *"justified this investment to their c-suite."*

Quotes from Tanner Stolte, Lead Strategist of the LinkedSelling Ads Division, and Alexander Nelson, Rivery's Director of Marketing, were also featured in the case study:





Rivery

About Rivery

Industry: Software & ELT
Location: New York, New York
View Company Website: https://rivery.io/

Think We Can Help?

Let's Chat to See How We Can Help Generate Quality Appointments for Your Business!

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