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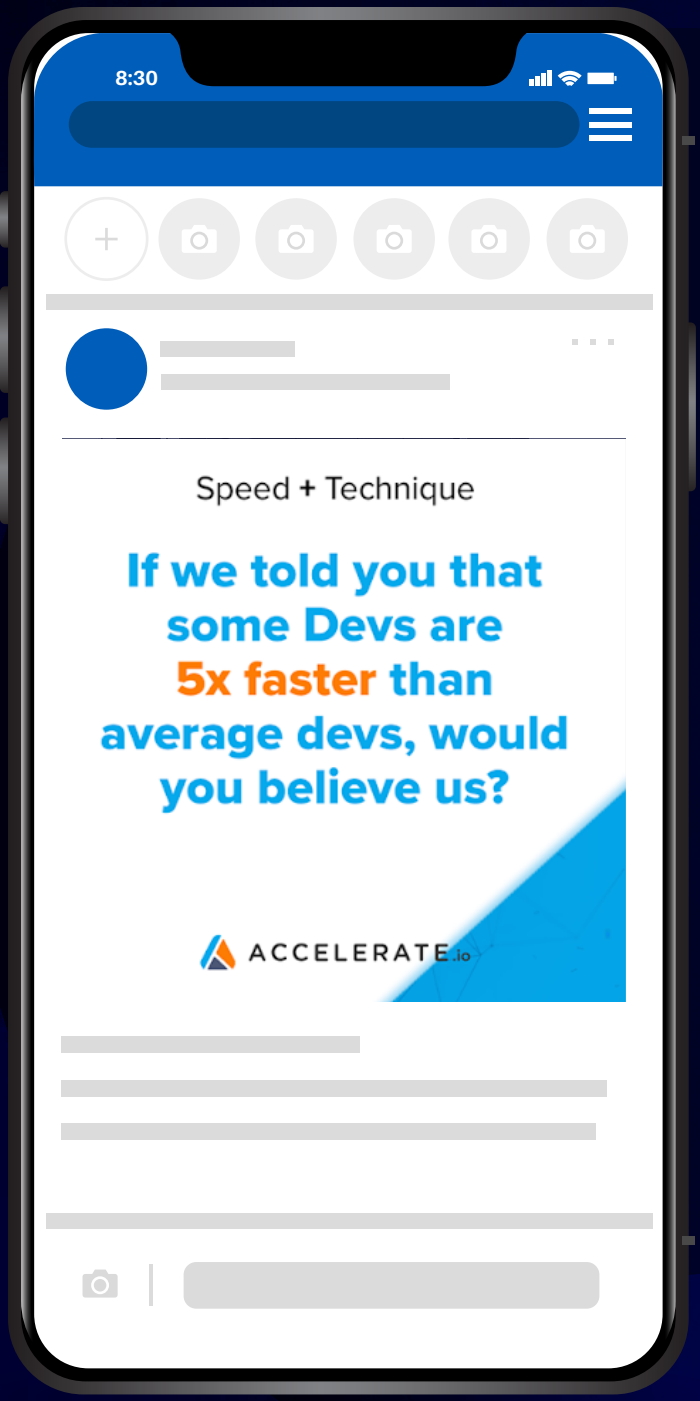
Case Study



8 Trials Booked

Average cost per trial £80

60 days

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The problem

Company

Built for large companies with a need for hiring teams of developers on an on-going basis - Accelerate.io, provides a real-world developer challenge that puts candidates through rounds of challenges.

Context

Following several successful client intakes Accelerate.io wanted to invest in LinkedIn advertising to generate more trials of their product amongst large companies in the UK.

The Problem

Being a startup they had only had a small social media presence and no content for their advertising campaigns.

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What we did

Creative consultation

Audience targeting

Campaign structure and optimisation

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Solutions deep-dive

Phase 1

Engaging content

We consulted with them on creative to help their designers create engaging content that would speak to their target audience.

Phase 2

Audience Targeting

We researched who the decision makers in the companies they were targeting were and then figured out the pain points they were experiencing.

Phase 3

Campaign structure

We tested multiple ad creative + copy to determine the most effective.
We designed campaigns to educate and engage prospects before retargeting them to convert them into leads.

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RESULTS

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Results

Leads generated

rch by name, ID, or type | Filters (1) | Columns: Stat | Breakdown | Time range: 11/1/2021 - 12/31/2021

Campaign Name	Spent	Link Clicks	Clicks to Landing Page	Clicks	Average CTR	Leads	Cost Per Lead
16 campaigns	£5,091.02	0	375	467	0.41%	8	£80.32
Level 1 | Free link | LG | 9th Dec ID: 188166034 · Sponsored Content	£236.52	0	0	30	0.71%	5	£47.30
Level 2 | Free link | LG | 9th Dec ID: 188167284 · Sponsored Content	£191.80	0	0	16	0.79%	2	£95.90
Level 1 | Free link | LG | 1st Dec ID: 187723794 · Sponsored Content	£137.36	0	0	8	0.3%	1	£137.36
Level 2 | Carousl Image ads | CVN | 1 st Nov ID: 185886564 · Sponsored Content	£454.30	0		25	0.52%	0	-
Level 1 | Video Views | ID: 185888624 · Sponsored Content	£1,233.94	0		47	0.16%	0	-
Level 1 | Videos | CVN | ID: 185888714 · Sponsored Content	£184.12	0	6	6	0.19%	0	-
Level 1 | Image Ads | CVN ID: 185888914 · Sponsored Content	£220.89	0	25	25	0.4%	0	-
Level 1 | Carousel ads | CVN ID: 185889394 · Sponsored Content	£184.66	0	9	9	0.22%	0	-

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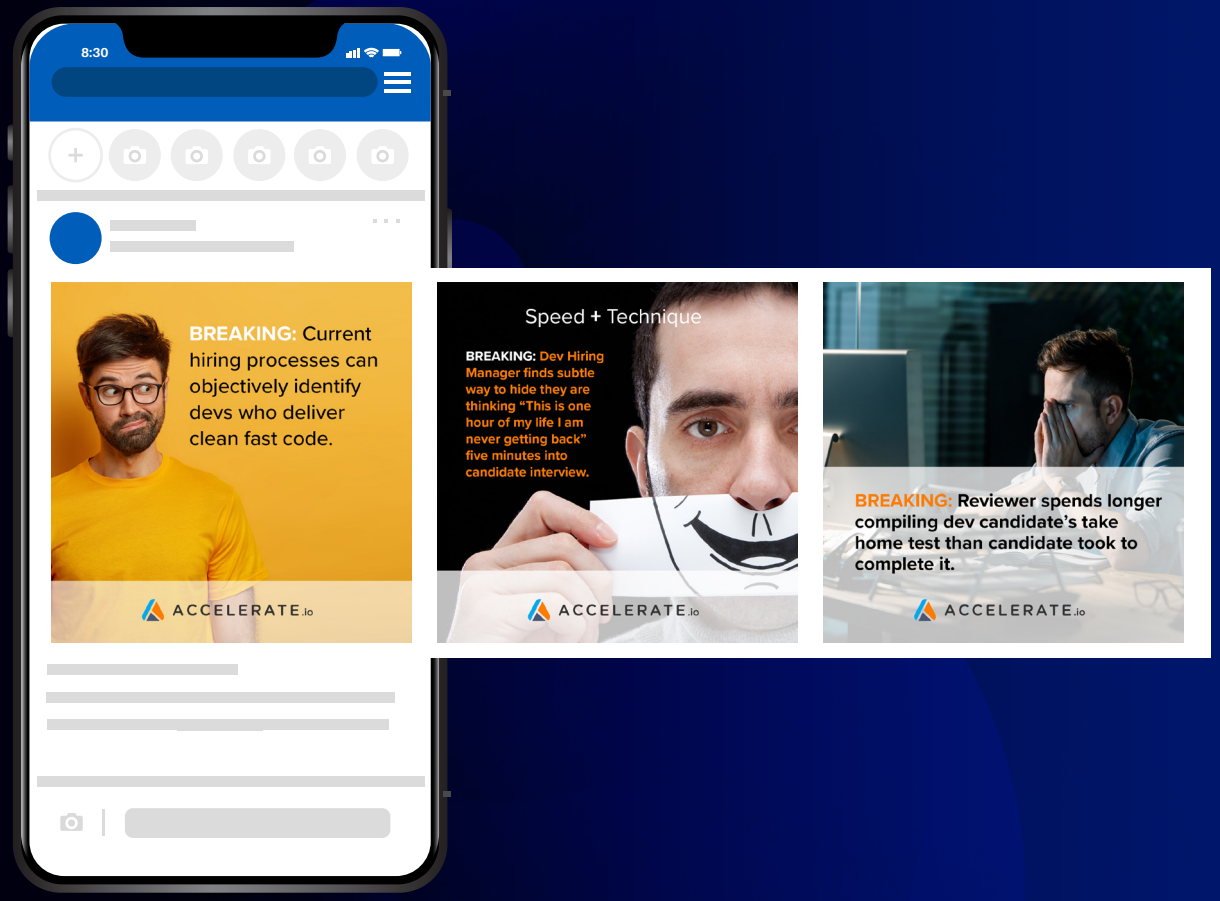
Impact

60 - Day RESULTS

- 6 Trials booked - average deal size of £10,000 - £30,000
- Average cost per trail £80



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WORK WITH US

FACEBOOK
BLUEPRINT CERTIFIED
Digital Marketing Associate

fiverr Pro

Trustpilot