SYNTHio

SUCCESS STORY

ObservePoint

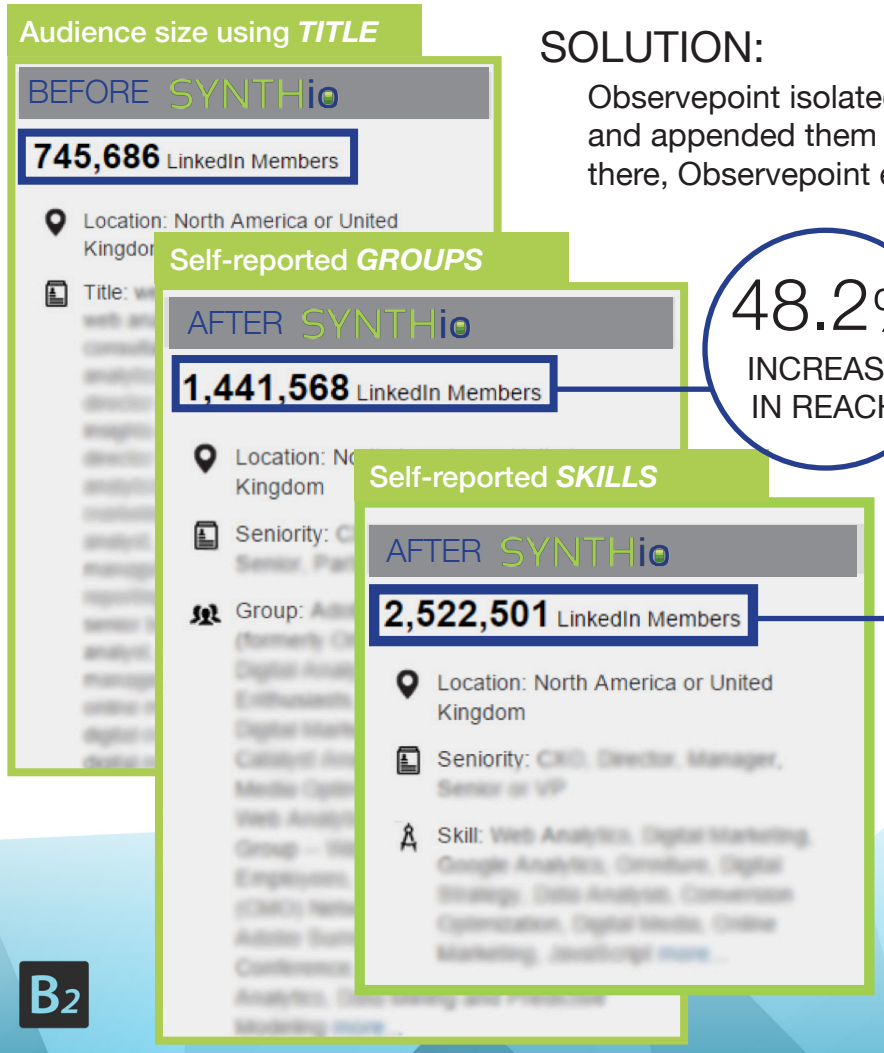
Getting Creative with Social Data: Ad Targeting

OVERVIEW:

Observepoint used Synthio's enriched social contact data to create a highly targeted Linkedin ad campaign that produced game-changing results. Email marketing is a major driver of leads for B2B marketers, but it cannot be the sole source of leads. It is difficult to break through the noise of email marketing, so it is important to take advantage of areas where there is room for additional traction, especially if you can do so from a data-driven position.

PROBLEM:

With the help from Linkedin ad experts B2Linked, Observepoint started building their audience. They used titles as a criteria to segment the audience, however, the reach was just not large enough. Additionally, the titles were selected based on an estimation of what might be successful. Therefore, not only was the reach not large enough, there was no data to support the selection of the titles.



SOLUTION:

Observepoint isolated their *engaged contacts* from their database and appended them with Synthio's self-reported social data. From there, Observepoint extrapolated the most common self-reported group affiliations and then separately extrapolated the most common self-reported skills as well for two ad campaigns. They then used the proven data to build their audience and eliminate the guesswork.

48.2% INCREASE IN REACH

70.4% INCREASE IN REACH

RESULTS:

Because of the self-reported social data that Synthio appended to Observepoint's engaged users, they were not only able to build their Linkedin ad audience based on proven data, they were also able to build their targeted reach. Tor the 'groups' based campaign the reach increased by nearly 50% and their 'skills' based campaign increased by over 70%. Observepoint had one of its most successful ad campaigns because of Synthio's accurate social data.

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