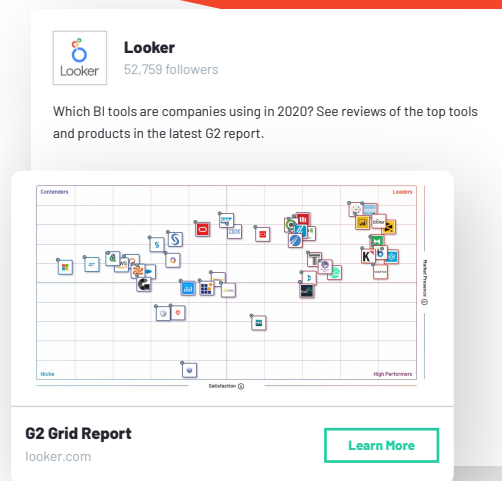


CASE STUDY

Looker achieves 6x average CTR promoting their G2 Grid Report™ on LinkedIn.



Connecting with Buyers at the Right Time

Looker found that prospective buyers evaluating business intelligence platforms often utilize networks such as LinkedIn during the due diligence stage of the buying process. Looker needed a way to connect with these buyers during this consideration period to deliver valuable, relevant information, with the ultimate goal of bringing them into the sales process.

Previously, Looker had promoted various content assets on LinkedIn to engage these prospects, such as case studies, blogs, and advertisements. These campaigns succeed by increasing leads, but fell short of the lead to opportunity conversion rate Looker aimed to achieve. Looker needed a campaign that would continue to drive leads from LinkedIn and also convert to opportunities at a high rate.

Promoting the G2 Business Intelligence Grid Report™ on LinkedIn

To increase leads and drive higher conversion rates, Looker chose to promote its status as a Leader on the G2 Business Intelligence Platforms Grid™ Report with a Sponsored Content campaign on LinkedIn.

Looker has a strong presence on G2 with reviews from companies of all sizes and industries. With a satisfied customer base that has continued to grow, they earned Leader status on the G2 Business Intelligence Grid™ Report. Using a Sponsored Content campaign on LinkedIn, Looker was

About Looker:

Powering data-driven cultures at more than 2,000 industry-leading and innovating companies.

PRODUCTS USED

- ✓ LinkedIn Sponsored Content
- ✓ G2 Grid™ Report
- ✓ G2 Premium Profile

By the Numbers:

6x Average click through rate on LinkedIn

2x Increase in leads generated YoY via paid channels

3% Conversion rate



able to target their ideal prospects with G2's Business Intelligence Grid™. The Grid offers product insights ranging from overall satisfaction to ease of implementation and usability. By offering these prospects a trusted, third party asset, Looker was able to provide valuable content to the right people at the right time.



Increased Lead Volume



Higher Quality Leads



Increased Customer Awareness

The Results

Promoting G2 content via LinkedIn Sponsored Content has been a winning combination for Looker. According to LinkedIn, Looker's campaign is consistently the top sponsored content across all technology advertisers and generates 6x the average click-through rate compared to the average campaign.

For Looker, leads from this campaign have doubled year over year for paid channels. The campaign's 3% conversion rate has outperformed other content assets, including other third party analyst reports, and maintained a higher than average click through rate on LinkedIn for more than six months.

Shilpa Narwade, Director, Head of Global Demand Generation at Looker, believes the content works so well due to buyer trust in customer reviews. "G2 works for us because it's actually customers who use the product and know the ins and outs, so the stronger parts of the product come out quickly. If you're a buyer undergoing due diligence, this is exactly what you want to know."

"We try a lot of content pieces, a lot of strategies, but what always works for us, from a lead to opportunity standpoint, is the G2 Grid™ Report. When we try new pieces of content, we always compare it to what G2 is bringing in, and if it's less we won't push it."



Shilpa Narwade

Head of Global Demand Gen

 Looker

Talk to us today to see what a G2 Grid™ Report can do for you!

sell.g2.com/content