Ansarada Uses LinkedIn To Reach Finance Decision Makers Online

ansarada is a leader in providing virtual data rooms for Merger & Aquisition (M&A) dealmakers around the world. The company recently launched the world's first M&A game which lets players compete on a global scale – each pitting their business wits against each other, all hostile sellers and fiercely competitive bidders.

ansarada's target audience, those in M&A, are often dispersed and time-poor, making them difficult to engage. The company felt that an M&A game was a great way to penetrate this demographic. ansarada's CMO, Taz Bareham said, "ansarada is a brand that's willing to try different ways to connect with our audience and at a human level, often bypassing traditional marketing channels and challenging typical category conventions". After creating the game that celebrates the lives of M&A dealmakers, ansarada turned to LinkedIn for a specialised approach to reaching and engaging this specific M&A audience.

Multi-Product Strategy Amplifies Ansarada Brand And Engages Its Target Audience

The team at ansarada understood the power of LinkedIn, as Bareham said, "Our audience use LinkedIn to build their personal networks and to stay abreast of what is happening in their industry. LinkedIn is a very strong tool for us in the sales side of our business, so it made sense to run our campaign there as well".

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Taz Bareham
CMO
ansarada

Objectives

- Provide a deep and engaging brand experience
- Build brand awareness with an M&A audience
- Launch a new game produced by ansarada
- Open channels for ongoing communication

Target Audience

- M&A Dealmakers

LinkedIn tactics used

- Sponsored Content
- Display Advertising
- Sponsored InMail

Results Snapshot

- Reached over 600,000 unique members
- Over 54% InMail open rate
- Up to 0.90% Sponsored Content post engagement
- Positive brand engagement and ongoing conversation with audience started via comments, shares, and social followers acquired

The campaign strategy on LinkedIn involved a teaser phase, a countdown, the game launch and then ongoing support. In an attempt to maximise engagement, ansarada incorporated two videos into their content, one about the business and another about the new M&A game. To reach their audience, ansarada used a range of LinkedIn products including Sponsored Content, Display Ads and Sponsored InMails. Bareham said, "We were able to target to minimise wastage when reaching out to a fairly niche audience of M&A dealmakers globally".

The campaign on LinkedIn also gave ansarada the opportunity to manage their campaign in real-time, as Bareham said, "LinkedIn enabled us to see results fast and adjust our activity to maximise results which isn't often possible with more traditional channels". She added, "LinkedIn provided a cost-efficient and engaging way to reach this audience far beyond what traditional or even online media could have afforded us".

Teaming With LinkedIn To Deliver Results

ansarada's strategy coupled with LinkedIn's recommendations created a powerful campaign, reaching over 600,000 unique members from ansarada's target audience, along with a guaranteed 70,000 unique members from ansarada's core audience. During the campaign, ansarada regularly posted updates and the best performing posts achieved over 52,000 impressions and 0.90% engagement. The hard-to-reach audience of investment banking industry staffers were contactable and receptive to be reached via LinkedIn. Of the 4,227 InMails sent there was an open rate of 54.44% and 8.74% clicks on open. It was mostly about the M&A game for ansarada and Bareham said, "The engagement levels with the M&A game were exceptional and received above average responses from this niche and time-poor target group". During their campaign, LinkedIn's native advertising solution, Sponsored Content were the stand-out performers for ansarada, Bareham said, "The Sponsored Content tactics delivered the greatest results both from an economic standpoint and from the very positive social engagements in the comments, likes, shares and followers acquired".

Conclusion

Although ansarada has a hard-to-reach target audience, their audience comprises of professionals who regularly use LinkedIn, creating an opportunity for open and ongoing communication. Bareham said, "We will continue to run both regular and one-off campaigns through LinkedIn". She added, "We would recommend LinkedIn as it is an ideal platform to reach your target audience with a variety of methods and you see results fast".

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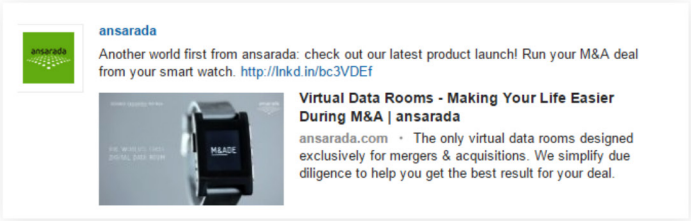
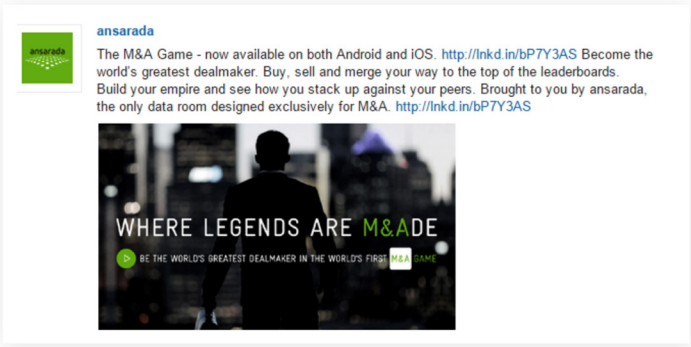
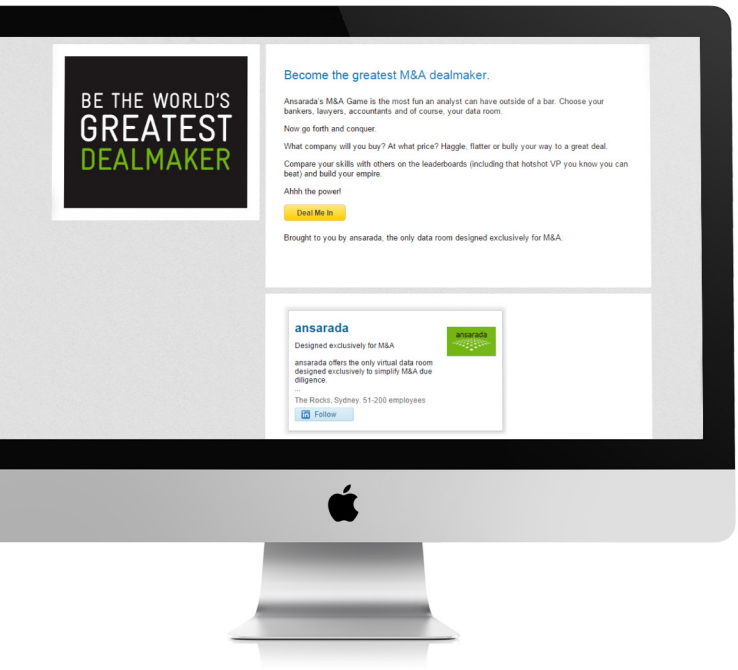
LinkedIn Activity Snapshot

Sponsored Content put ansarada content in front of Banking professionals on multiple devices.

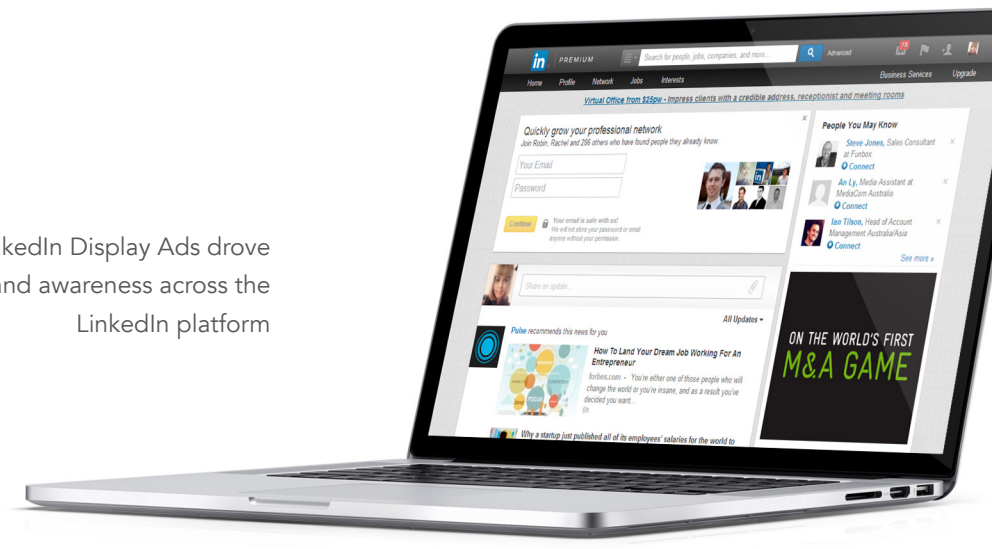






ansarada drove strong engagement with Sponsored InMails delivered straight to the audiences LinkedIn Inbox.

LinkedIn Display Ads drove brand awareness across the LinkedIn platform



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