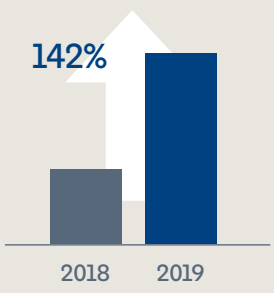
High-quality leads: the key to growth in FinServ

Now more than ever, financial services marketers need media channels that work hard and deliver results. Don't let the pressure to lower cost-per-click come at the expense of a much more important metric: cost per qualified lead.

There's a reason the number of financial services companies running lead generation campaigns on LinkedIn has increased by 44%.[1] And that reason is all about our members.

> "The people who are on LinkedIn are the people we want to be talking to. It's all about quality and trust."
>
> Financial Services Marketing Manager

Lead Gen Forms more than doubled



A trusted brand + LinkedIn = a highly efficient lead generation machine

Amplify the trust you're building with thought leadership that's reliable, accurate, and stands out. Publish it on the platform with the best audience for financial services and watch brand drive demand.

LinkedIn has the highest proportion of members in the top 10% of US income brackets compared to other social networks.

One financial services company was able to scale advertising on LinkedIn 3x year-over-year while driving down cost-per-lead by 10 percent in their global markets with lead generation ads.

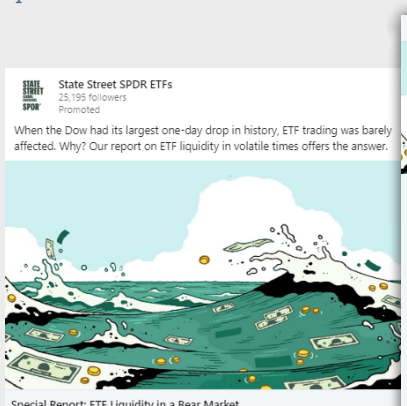
Reduced CPL by 10%

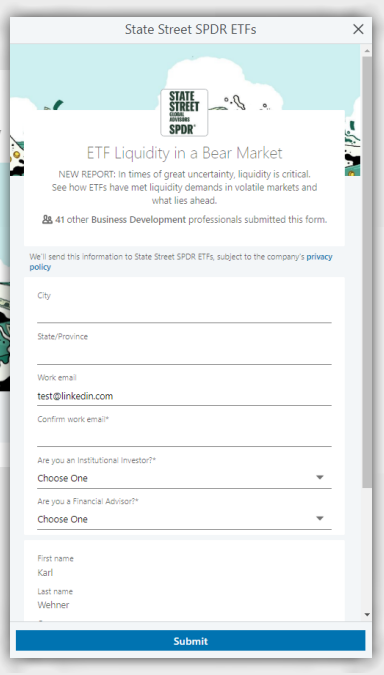
Learn how

Lead Gen Form effectiveness

To drive frequency, the company uses a **multi-format approach** and invests 15% of its marketing budget in retargeting to nurture their audience.

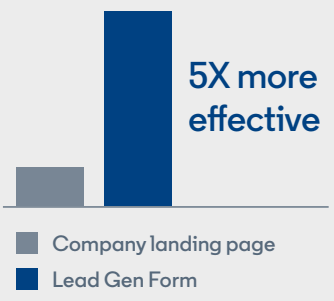
By implementing custom questions in the form the company was able to ensure that **nearly 80%** were scored as marketing qualified leads.





Nearly 80% Qualified leads

LinkedIn Lead Gen Forms have proved to be **5X more effective** at conversions[2] on average than landing page conversions.



Why LinkedIn Lead Generation Ads work so well

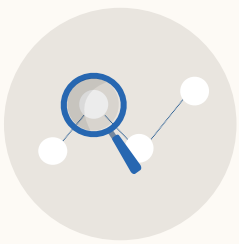
Get greater reach and better frequency with LinkedIn and LinkedIn Partners:

LinkedIn Matched Audiences lets you use diverse parameters like company name, job title, or contact ID to see matched audiences increase reach by up to 25 percent.

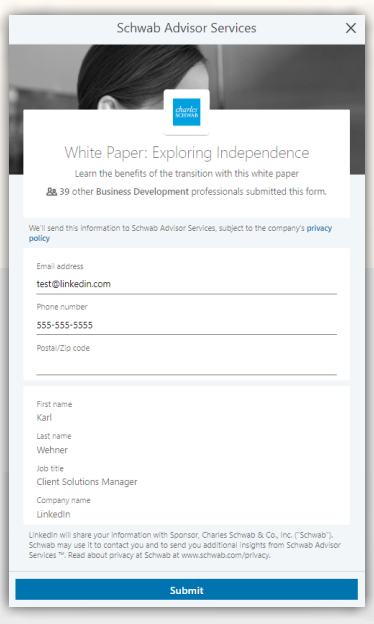
Increase reach by up to 25%

With the ability to constantly test and optimize using LinkedIn insights, you can strike the ideal mix of Sponsored Content, Text Ads, Message Ads, and Conversation Ads.

Advanced insights and data from our measurement partners allow you to dive deeper than vanity metrics and show true ROI.



LinkedIn Lead Gen Forms integrate seamlessly with several CRMs to make sure you have easy access to your leads and the critical information you need to start the next conversation.



> "The LinkedIn Lead Gen Form beat out other campaign forms, and so we ended up pivoting to only doing the LinkedIn Lead Gen Form."
>
> Financial Services Marketing Manager

Generate high quality leads today with a seamless prospect pipeline.

Start now

1. QoQ from Q1 2019 to Q1 2020

2. Source: https://www.wordstream.com/blog/ws/2014/03/17/what-is-a-good-conversion-rate