

SIEMENS

Industry:
Industrial

Market:
EMEA

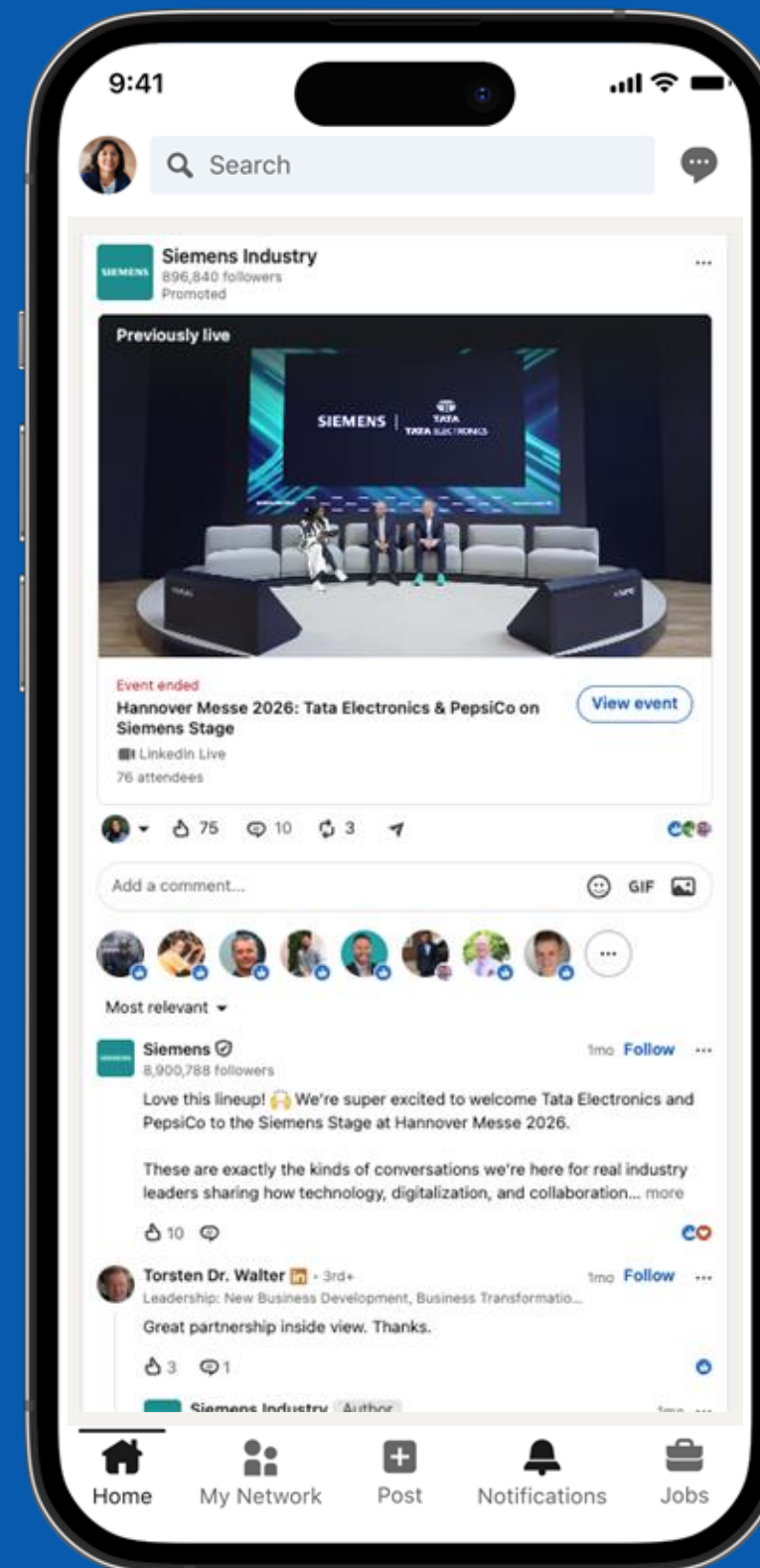
Siemens Uses a Full-Funnel LinkedIn Strategy to Drive 3.2x leads and Bring the Right Buyers to Hannover Messe 2026

CHALLENGE

Ahead of Hannover Messe 2026, one of Germany's most important industrial trade events, Siemens aimed to drive high-quality leads from their optimal target group and bring the right people to their booth at this industry event. They planned to leverage free ticket registrations as the key conversion mechanism to engage a highly relevant B2B audience.

SOLUTION

Siemens partnered closely with LinkedIn to deploy a full-funnel, multi-format strategy designed to warm audiences before conversion. They began with a global awareness and engagement phase, using Thought Leader Ads, Video Ads, and Single Image Ads to build a highly qualified retargeting pool. Only after audiences demonstrated intent did the team activate lead generation, using LinkedIn retargeting and clear CTAs for free ticket registration. The team had a highly iterative approach, optimizing campaigns based on performance signals. Additionally, Siemens livestreamed their Hannover Messe 2026 session on LinkedIn Live and used Event Ads to promote the session to further extend their reach



RESULTS

3.2x

increase in leads year over year

-39%

decrease in cost per lead (CPL) year over year

+42%

increase in lead form completion rate year over year

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By combining a structured full funnel, multi-message approach

with authentic executive thought leadership, we were able to reach the right audiences, build trust at scale, and turn engagement into high quality leads for the Hannover Messe 2026 Event.



Elitza Bastian

**Head of Channel Distribution,
Siemens Industry**