

Amplifying reach and conversions while prioritising brand safety and trust

Customer experience agency Apparent discovers how LinkedIn Audience Network drives stellar bottom-funnel results for targeted acquisition campaigns



Location: Redfern, NSW, Australia | No. of Employees: 51 - 200 | Industry: Marketing & Advertising

“LinkedIn Audience Network broke our bias. We were really impressed by the results. It supercharged our campaign reach and frequency, which, in turn, reduced cost per conversion significantly. We’re now eager to learn more about the product and incorporate it into our strategy for more clients.”



Mark Rowe, Director of Digital Media, Apparent

When Apparent activated LinkedIn Audience Network to drive direct response for a professional services client, the results were stellar. By combining LinkedIn Audience Network and LinkedIn feed activity:

LinkedIn Audience Network 

-70%

lower cost per conversion

-25%

lower cost per click

Results are comparative to LinkedIn feed activity only

[Find out how LinkedIn Audience Network can help you grow your reach across Australia safely, accurately and efficiently](#)



Gaining a new perspective

As a marketing agency that prides itself on helping companies find, keep and grow customer relationships, Apparent drives B2B performance marketing campaigns at scale. The agency's prior experience with other audience networks led the team to believe that the feature is more suitable for reach, rather than nurturing engagement among targeted audience segments and that the lack of control and visibility into ad placement sites would affect the campaign direction.

By working closely with the LinkedIn Marketing Solutions team, however, Apparent was able to gain a deeper understanding of how LinkedIn Audience Network differs from other audience networks. They activated it for a direct response campaign on behalf of a professional services firm and were delighted by the results.

“From a performance point of view, it was great to see that LinkedIn Audience Network delivered solid results in terms of quality clicks and the cost associated with it.”



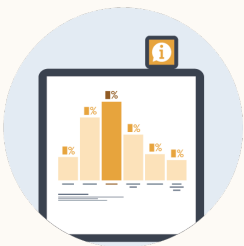
Philip Spurden
Director of Digital Performance
Apparent

Sharing their discoveries



Brand safety and premium placements

One of Apparent's foremost considerations is that its client, as a professional services firm, has strict brand guidelines. The assurance that LinkedIn Audience Network only works with a trusted suite of partner apps and sites addressed this. From a performance perspective, it also ensured Apparent that client ads would be served in the right contextual environment.



Ad control and transparency

Campaign-level control is important to the Apparent team as they monitor and optimise performance. They used custom block lists for greater control over where the ads would be placed and leveraged the live performance forecasting and on/off platform performance breakdown to better manage performance.



Precise targeting at scale

While audience networks are typically associated with mass marketing, the team discovered that LinkedIn Audience Network respects the same audience targeting filters that they use on LinkedIn. This enabled Apparent to nurture the same audiences off-platform, with greater reach and frequency, thereby contributing to better conversion results.