

LMS365 Reaping returns from localised, always-on marketing

Headquarters: Århus C, Denmark | No. of Employees: 51 – 200 | Industry: Software Development

Objective

To generate quality leads across the US, UK, Canada, LATAM, the DACH region, France and Denmark in a cost-effective manner

Solution

Localised marketing

As a test, LMS365 served both English and Danish creatives to a Danish audience and found that the localised version generated 2x higher Lead Gen Form completion rate. Leveraging this insight, LMS365 now localises all their creatives for non-native English markets.

Always-on marketing

LMS365 created an always-on full funnel setup containing multiple variants of each creative to methodically split-test the performance of their e-book content, resulting in more leads, an increased Lead Gen Form completion rate, and lower Cost per Lead.

Bidding strategy

To maximise budget mileage, No Zebra, LMS365's digital marketing agency, uses a manual bidding strategy on LinkedIn — starting with a higher bid to secure impressions, then continuously adjusting the bid to find the sweet spot between lead quality and cost.

Results

74%

of MQLs from always-on marketing

2.5x

Lead Gen Form completion rate vs platform benchmarks

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LinkedIn has produced fantastic results as our exclusive lead generation channel in terms of MQLs. With the support of our digital agency No Zebra and LinkedIn Marketing Solutions, we are keen on driving Sales Qualified Leads (SQLs) directly on LinkedIn as a next step. We are introducing a full-funnel approach and planning a bigger brand push as well to continuously fuel LMS365's steep growth ambition of becoming a unicorn.



Mette Olesen
Chief Marketing Officer
LMS365