

A photograph of three business professionals in an office. In the foreground, a woman with short brown hair, wearing a blue blazer over a yellow top, is smiling broadly at the camera while sitting at a desk with a laptop. Behind her, another woman with dark hair is also smiling and looking towards the right. To the left, a man with a beard, wearing a light blue shirt, is partially visible, looking towards the women. The office environment includes computer monitors, a small potted plant on the desk, and soft, warm lighting.

Closed Loop and their client
Calendly embrace AI innovation
with LinkedIn's Accelerate
Campaigns, resulting in low-
funnel performance success and
an always-on strategy

STRATEGY

Closed Loop and Calendly harness the power of AI with LinkedIn's Accelerate Campaigns to drive Lead Gen performance and to simplify campaign setup

What was Calendly's Marketing Challenge?

- Calendly and its agency Closed Loop are consistently exploring new products and tools with LinkedIn over its multiyear partnership.
- As such, the agency and Calendly were interested in testing out Accelerate-LinkedIn's new AI-driven campaigns that automate campaign setup and optimization.

How did LinkedIn's Accelerate product help?

- Calendly joined the Accelerate Beta with multiple campaigns to test and learn against their Classic campaigns' performance.
- With Calendly devoting more time to brand building on LinkedIn, they've integrated Accelerate campaigns as their primary, always-on lower funnel activation due to its high performance and low-hassle nature.



RESULTS

Accelerate reduces Calendly's Lead Gen Cost-Per-Lead by 66%!

Closed Loop and Calendly are focused on top-of-funnel activations, but Accelerate results lead them to continuously invest in the product

Impact of testing & learning with Accelerate

Lead Generation:

- Accelerate had significantly lower CPLs in comparison to Calendly's Classic campaign
- Calendly saw an increased lead form completion rate by 3X their Classic benchmark

"LinkedIn Accelerate Campaigns increased our Lead Form Completion rate by over 3X and delivered a 66% cheaper cost per lead."

— Dan Rae, Senior Paid Marketing Manager, Calendly



66%↓

Decrease in Cost Per Lead in
Comparison to Classic Campaigns

“Accelerate Campaigns far surpassed the lead conversion performance we saw from even our best performing manual audiences for Calendly. The Lead Form Completion rate increased over 3X and delivered a 66% cheaper cost per lead. The higher conversion rates and more efficient CPLs really convinced me this works.”

Sean Johnston
VP Advertising, Closed Loop

