

A photograph of two women sitting on a green sofa in a modern, brightly lit room. They are both looking at a laptop that is placed on a large, yellow, beanbag-like ottoman in front of them. The woman on the left is wearing a light-colored, textured sweater, and the woman on the right is wearing a brown sweater and light blue jeans. They appear to be in a collaborative work or study environment. In the background, there is a large window with a green frame and a patterned glass. To the left, a wooden shelf holds various items, including books and a trophy.

Siemens partners with LinkedIn leveraging Accelerate, LinkedIn's new, AI-powered campaigns

STRATEGY

Siemens and LinkedIn partner to improve campaign performance and campaign creation productivity

What marketing challenge was Siemens solving for?

- Siemens is known to be a leader in AI applications in the industrial space.
- As trusted partners to LinkedIn, Siemens participated and launched an A/B test to compare Accelerate, AI-powered campaigns, to LinkedIn's Classic campaigns for both Website Visits and Lead Generation.

How did LinkedIn's Accelerate product help?

- Siemens tested Accelerate with both their Website Visits and Lead Generation objectives.
- Both Accelerate A/B tests performed well for Siemens. They improved results compared to benchmarks and increased team productivity by saving time in campaign creation.



RESULTS

Siemens drives stronger campaign results with Accelerate:

More than double the Website Visits, higher lead gen form completion, and an increase in productivity

Impact of testing & learning with Accelerate

Website Visits:

- Accelerate drove significant lift in Website Visits with 2.4X as many compared to Classic LinkedIn campaigns
- Additionally, Siemens saw a 58% lower Cost Per Click and 79% lower CPM than their Classic campaigns—a huge savings in their media spend

Lead Generation:

- Accelerate had higher Lead Gen Form completion rates vs. Classic campaigns (5.66% v. 2.56%)
- While CPL were on par with Classic, Accelerate drove better completion rates and productivity through time saved on building campaigns manually in Classic

“We were thrilled to test out this innovative ad setup with LinkedIn. We know the Accelerate campaign LGF completion rate was more than twice that of the Classic campaign. We also saw improvements in the demographics of the leads for both job title and country targeted.”

– Lance Murphy, VP Global Demand Strategy, Siemens

2.4X
Website Visits



121%

Increase in Lead Form
Completion Rates vs.
Classic campaigns