

Amplified Awareness with LinkedIn Live Event Ads

At a glance

Tapped into a new LinkedIn opportunity (Live Event Ads) for bringing live events of industry updates to users feeds for real-time viewing - as opposed to Event Ads that do not provide in-feed live broadcasting. Live Event Ads are also an opportunity for users to engage with other users in real-time. Expanding reach and increasing awareness.



54%

Higher Click Through Rate (CTR) compared to Event Ad Global Benchmark within Tech Industry



40%

Above Engagement Rate (ER) Global Benchmark for Event Ads within Tech Industry



15%

More efficient Cost per Click (CPC) compared to Event Ad Global Benchmark within Tech Industry

CHALLENGE



Explore a new opportunity for amplifying awareness and increasing engagement of frequent real-time broadcasted industry updates on AI, Hybrid Cloud, Sustainability, Policy and Finance.

SOLUTION/RESULTS



LinkedIn Live Event Ads allowed the brand to reach a unique audience through in-platform live-stream (compared to Event Ads that do not produce a live broadcast in-feed). Live Event Ads consisted of one single ad that displayed a Reminder CTA for users to opt-in for push notification reminders of the broadcast - driving strong viewership, the Broadcast of the live-streamed event, and Replay of the broadcast to further awareness and heighten engagement. LinkedIn Live Event Ads proved to be impactful towards the brand's goal of expanding awareness and engaging users through broadcasted events featuring industry leaders; utilizing strong and broad audience builds. Overall achieved high impressions and high event registrations compared to expectations, and higher CTR, ER + lower CPC compared to global event ad benchmarks within the tech industry.

BENEFITS



Benefit One

1

Spark user interest with reminder call-to-action; user to be reminded of live event with push notifications.

Benefit Two

2

Capture users attention with thumb-stopping in-feed event broadcast in real-time inclusive of real-time user engagement within comments; instantly retarget interested users through reminder notification to drive viewership.

Benefit Three


3

Continue heightening awareness and viewership of broadcasted live event with in-feed replay of broadcast.



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