

Renault Drives brand awareness with LinkedIn

Using LinkedIn's innovative targeting capabilities, Renault created a buzz around their Duster launch with the right audiences.

140%

above LinkedIn automotive CTR benchmark

77

New Followers to their LinkedIn Company Page

28%

More impressions delivered for the campaign



Challenge

To create awareness and drive interest and leads for the Renault Duster relaunch

Audience

Location: Kenya

Seniority: Owner, Partner, CXO, VP, Director, Manager

Age: 35- 54- 55+

Solution

Targeting the right audience, at the right time, in the right way. Using seniority, age and geo LinkedIn served up a variety of Sponsored Content formats with Lead Generation Forms to the audiences that mattered.

Results

140%+ increase above the LinkedIn automotive benchmark for both CTR and engagement.

In addition to this, the campaign generated 77 new followers.

The campaign was supposed to deliver 10 000 Impressions and 12 800 Impression were delivered thus the campaign delivered 28% value add

“ We felt LinkedIn as a Leads Generating platform had the right target audience for our product. The traffic generated to our website for LinkedIn eventually translated into sales. ”

- Vera Atieno – Project Manager

