



## LinkedIn

Bidvest Waltons is the leading stationery supplier in South Africa.

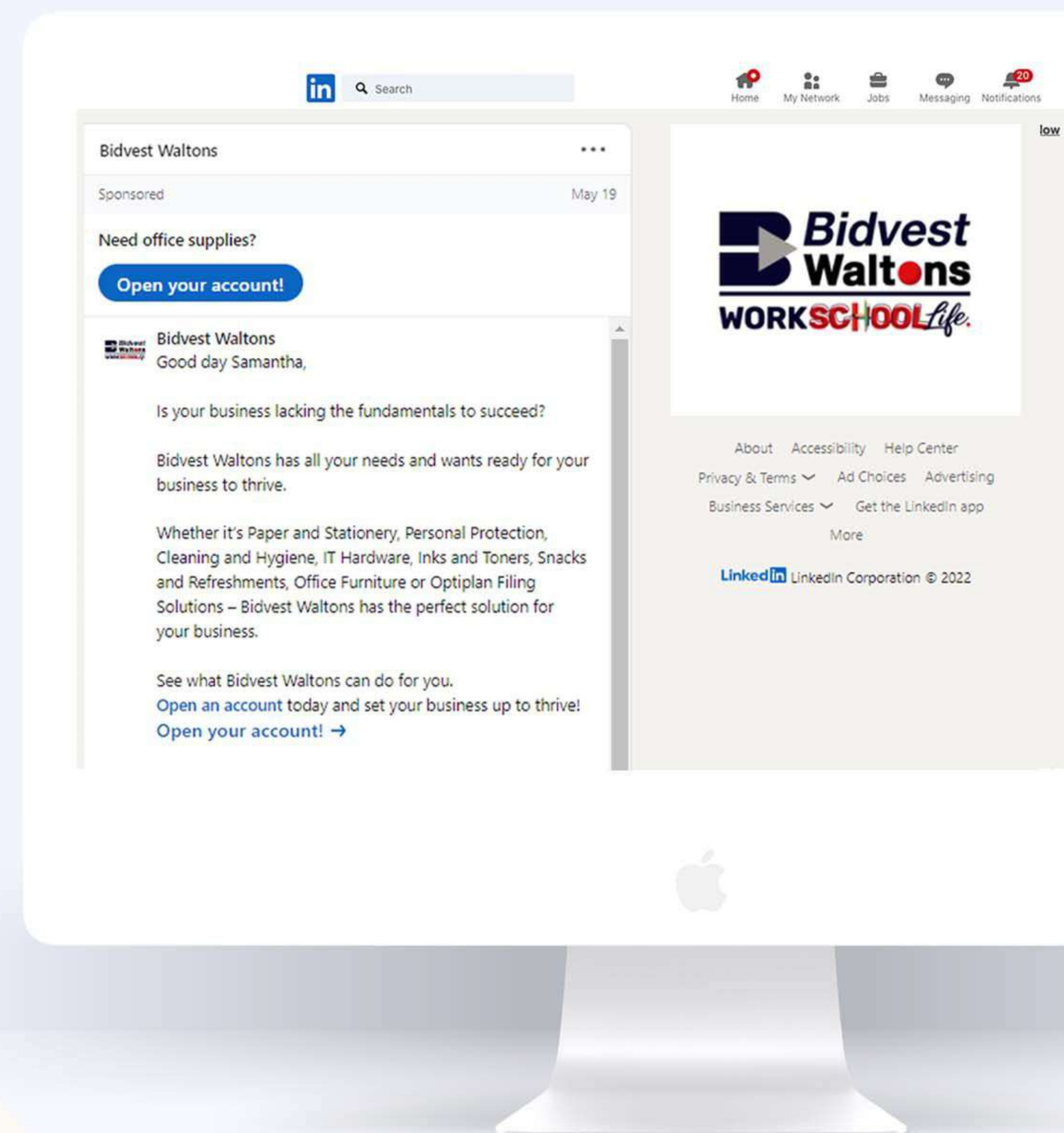
With their focus on Work School Life, their objective for this campaign was to grow their business account base by “generating business leads to open business accounts”.

## The Challenge

- The challenge was to get the message to the relevant decision-makers in companies in South Africa, in order for them to open business accounts with Bidvest Waltons.

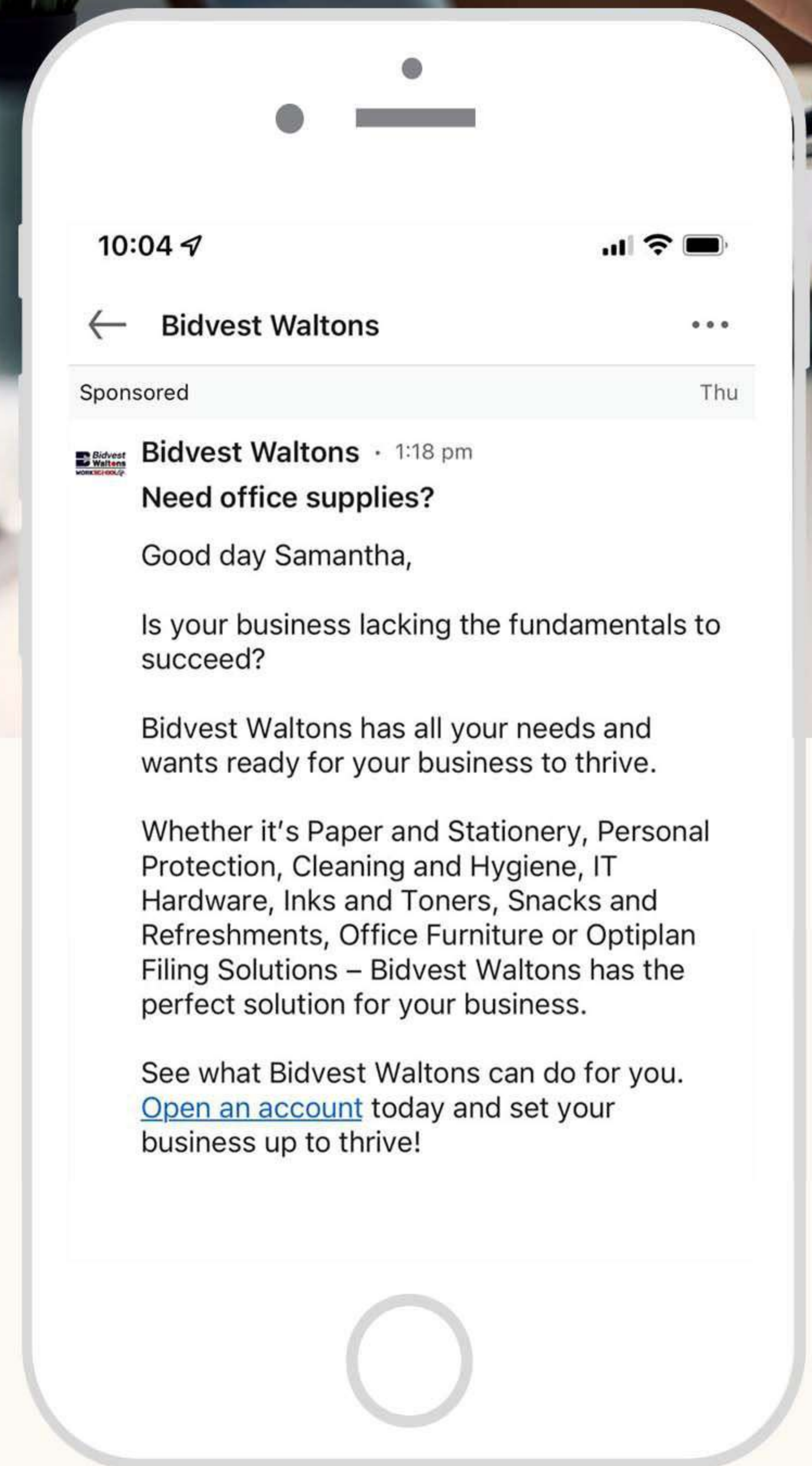
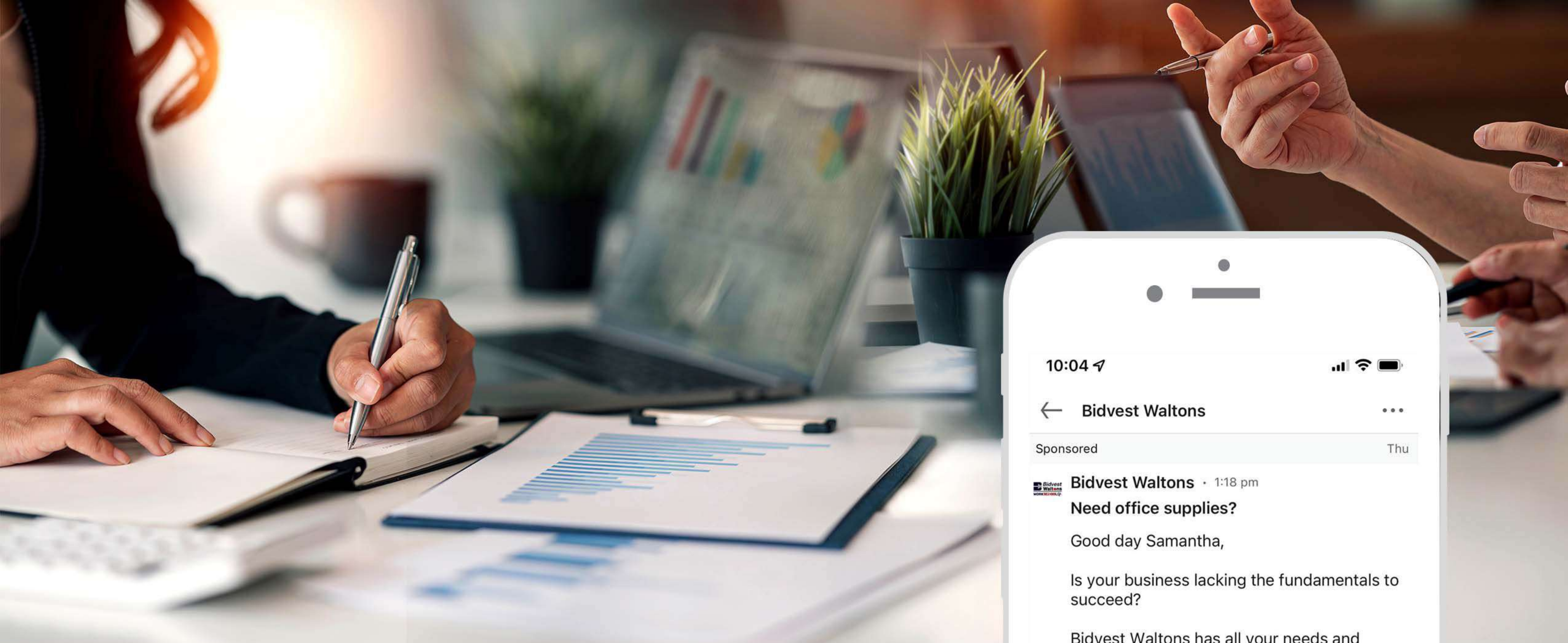
## The Solution

- We used **Messaging Ads** with three different creative executions.
- The copy was similar across the ads, with a bold Bidvest Waltons logo across the ads and **Lead Generation forms**.
- This solution provided an **opportunity** for the audience to see the various creatives but with the same message being reinforced.



## Audience:

- The audience was selected based on **attributes** such as Member Interest, Job Seniority, Company Size, and for **Lead Generation** – Job Titles, Company Industries and Job Functions, targeting only LinkedIn members in South Africa.



## The Results

The campaign ran over **9 months** from July 2021 to April 2022, The **Messaging Ads** produced the following results:

- **Messaging Ads** generated **136 leads**
- **Five Conversions** from the ads, using the **Waltons Open an Account URL**
- The **Open Rate** was **67%** above the South African Benchmark, although our **Click to Open Rate** was below the South African Benchmark, at **2%**.

23 855  
Impressions

with  
16 177  
Clicks

with an average of  
67%  
Click Through Rate

16 973  
Total  
Engagements

with a  
71%  
Engagement  
Rate

307  
Lead Forms  
were opened

44%  
Lead  
Completion  
Rate

The **Messaging Ads** worked well with simple, yet effective messaging, reinforcing the brand and call to action.