



**Safaricom** is the leading provider of converged communication solutions in Kenya.

In addition to providing a broad range of first-class products and services for Telephony, Broadband Internet and Financial services, Safaricom seeks to uplift the welfare of Kenyans through value-added services and support for community projects.

## The Challenge

- To identify business decision makers, and effectively reposition Safaricom's business offerings through the concept of Biashara.

## The Audience

- **Primary:**  
All Kenyans, using the insight that 's on LinkedIn, most Kenyan members have secondary sources of income.
- **Secondary:**  
Business Decision Makers in larger enterprise organisations.

**Video Ads** on LinkedIn were some of the most effective in driving business and the native experience helped us drive more traffic than other platforms.

*Team Member at Safaricom*



## The Solution

- Targeting the right audience, at the right time, in the right way.
- Using a mixture of LinkedIn's native advertising units to position Safaricom in the newsfeed of Kenyans.

## The Results

61% ↑

Click-Through Rate

Above the Country CTR benchmark.

30%

Video Completion Rate

At a cost of \$0,06 Cost Per View.

X2 ↑

Engagement Rate

Above the Country Engagement Rate benchmark

