



Case Study

Generating Faster, More Cost-Effective Leads With Remarketing

THE CHALLENGE

A B2B competitive intelligence provider had high lead generation goals for the quarter, but was having trouble getting a cold audience to convert through LinkedIn ads.

THE SOLUTION

SalientMG created a remarketing campaign that was targeted at people who had previously visited the client's website. The lead gen campaign and remarketing campaign drove similar lead volumes, but remarketing was significantly more efficient, in a shorter period of time.

THE RESULTS



The remarketing ads had a **102%** higher conversion rate



Remarketing's cost per conversion was **94%** lower than the cold campaign