

CASE STUDY

Strengthening Solo's Lead Generation by 26% In 4 Months with a Full-Funnel LinkedIn Strategy

246

Leads generated

26%

Increase in total leads

29%

Decrease in Cost-per-Lead

About Solo.io

Solo.io is an Application Networking Platform enabling companies to take the next step in their cloud journey.

The Problem

When Solo.io came to 97th Floor we established that they were missing out on impressions due to budget constraints and outdated geo-targeting, so they doubled their Google spend. This move enhanced their brand visibility, a key performance indicator.

Their prime objective, however, remained boosting Marketing Qualified Leads (MQLs) where a lack of mid-funnel strategies in Solo.io's existing campaigns hindered their conversion efficacy.

The Strategy

Using in-depth persona research, we developed and pitched a full-funnel LinkedIn campaign that would target personas for Solo's two main products: Legacy API Gateway and Gloo Mesh. The campaign included newly designed and written ads at the awareness, interest and conversion stage to meet Solo's market where they are and move them through the funnel. Solo.io would deem the campaign successful if we achieved a Cost Per Lead Under \$200.

Results

In just 4 months, the LinkedIn campaign generated 246 leads at a cost of \$141/lead. This is a 26% increase in total leads and a 29% decrease in total cost per lead for Solo.

