



“I was shocked by how strong the performance was of LinkedIn Profile targeting. For the conversion rate to be significantly higher than even our previous website visitors was very surprising.”



Georgina Hurst
Account Senior Manager Digital Delivery
Merkle

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With LinkedIn targeting
Staysure achieved

94%

higher CTR than standard
text ads. ¹

Conversion rates for
campaigns were

111%

higher than standard text ad
campaigns. ¹

Conversions increased
overall by

5%

with the addition of LinkedIn
targeting. ¹

Staysure uncovers new audiences with Microsoft Advertising

Staysure is a UK-based insurance provider specialising in travel insurance for the over-50s market. Since 2004 the company has insured over 6 million people, providing coverage for clients with pre-existing medical conditions. Looking for inspiration to differentiate their brand, Staysure came to Microsoft Advertising for help.

Unique targeting opportunities through LinkedIn

Staysure decided to test LinkedIn Profile targeting as an additional source of audience targeting to uncover new insights into their customer base.

“When you think of our business, the assumption is that LinkedIn wouldn’t be a good fit for us, as it over-indexes on working professionals and most of our customers are retirees,” said James Robinson, Staysure’s Head of Digital Marketing. “But when we looked at where the opportunities really existed, we started to see a lot of audiences resonating with our ads who we didn’t think would be our target customers.”

With the help of their agency, Merkle and Microsoft Advertising, Staysure started targeting a broad base of 150 industries. After testing and learning which industries were high performers, they optimised to the 20 best performing industries and set aggressive bid modifiers up to +300% in order to gain additional clicks.

The targeting strategy was a success, with LinkedIn Profile targeted campaigns having a 94% higher click-through rate and 111% higher conversion rate than standard text ads. As a result of implementing LinkedIn targeting, Staysure managed to increase their overall conversions by 5% between August and December 2019.

With such strong performance, Staysure plans to replicate this success across their other brands by pushing the boundaries of their targeting strategy and maximising reach with Microsoft Advertising.

¹. Staysure internal data, comparing LinkedIn Profile targeting to standard text ad campaigns, August to December 2019.