AN ACXIOM CASE STUDY

UP TO 75% SAVINGS ON NEW CLIENT ACQUISITION

Upwork, the world's work marketplace connects millions of businesses with independent talent around the globe serving everyone from one-person startups to 30% of the Fortune 100.

Upwork wanted to find more ways to scale their client acquisition campaigns while maintaining efficiency. With precise audiences to reach and engage the most promising potential clients, LinkedIn Ads were the right place to start.

As a certified LinkedIn marketing partner for audiences, Acxiom was an obvious choice.

Acxiom Audience Propensities® offers more than 3,500 market-leading indicators to predict brand affinity, preferences, and behavior. Upwork utilized Acxiom's tech oriented audiences to build more relevant campaigns.

ACXIOM'S 150+ TECHNOLOGY PROPENSITY MODELS COUPLED WITH LINKEDIN'S PROFESSIONAL COMMUNITY PROVIDED SIGNIFICANT ROI

CLIENT
Upwork

CHALLENGE
To reach more business leaders looking to unlock their company's growth potential with a hybrid workforce, Upwork sought to efficiently scale their client acquisition campaigns.

APPROACH
- Provide an enhanced layer of audiences for more accurate reach
- Work hand-in-hand with LinkedIn for delivery and testing

SOLUTION
Leveraging Acxiom's Audience Propensities to create campaign audiences provided Upwork with an incredible depth of insight about affinities, preferences and behaviors to reach the right audience at the right time.

RESULTS
- Up to 75% savings in cost per acquisition with Acxiom audiences layered on top of native LinkedIn audience facets
- Acxiom's data-rich audiences enabled Upwork to conduct a more precise degree of testing

UP TO 75% SAVINGS ON COST PER JOB POST

As the remote freelancing leader for over 20 years, Upwork provides a powerful, trust-driven platform that enables companies and independent talent to work together in new ways that unlock their potential. For more precise and relevant campaigns, Upwork required a richer set of tech-based audiences. That's when Upwork turned to Acxiom, a certified LinkedIn marketing partner for audiences. Upwork used Audience Propensities, which offers more than 3,500 market-leading indicators to predict brand affinity, preferences, and behavior on top of native LinkedIn targeting facets.

Through Audience Propensities, Upwork immediately enjoyed an expanded scale of quality, technology-based audiences, and was able to acquire additional clients that they would not have reached with other audiences. The result? A cost per job post that was up to $150 less than other audiences.

WANT TO KNOW MORE?

To find out how Acxiom can help you find and reach your best customers, contact us at dataguru@acxiom.com.

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