

# Bringing Customer Intelligence at the Forefront

In this LinkedIn InMail campaign, the primary goal was to generate leads from a customer intelligence eBook hosted on a microsite. Target audience is Business Decision-Makers (BDMs) and later on IT/Data Decision-Makers.

Campaign ran for two months with a 70.76% open rate for BDM campaign group and 67.17% open rate for IT/Data Decision-Makers, well above the industry benchmark of 50%. Total leads generated in this campaign was 21.



## AD GROUP#1: Business Decision-Makers (BDMs)

### InMail subject lines (A/B split testing):

- Steer a course for your business with customer data
- Free eBook to bring the focus back to customers

Hi (%Name%),

In these uncertain times, we could all use a compass to guide the business towards profitability and sustainability. Customer intelligence can serve as that compass, helping us steer a course for the business guided by insights on our customers, their preferences, and behaviors.

My company, Nexus Technologies, is a partner of global data management leader Informatica. We help companies like yours to maximize the value of your data assets and have a holistic, 360-degree view of your customer.

I'd like to offer you a **FREE guide to Customer Intelligence**. This eBook from data management leader Informatica will help you discover how customer data can drive business success with actionable steps that you can apply today.

Now is the time to arm your team with customer information throughout the sales lifecycle. **Download your copy today.**

Regards,

[redacted]

## AD GROUP#1: IT/Data Decision-Makers

### InMail subject lines (A/B split testing):

- Steer a course for the business with customer intelligence
- Get started towards a 360-degree view of your customers

Hi (%Name%),

In these uncertain times, we could all use a compass to guide the business towards profitability and sustainability. Customer intelligence can serve as that compass, providing insights on our customers, their preferences, and their behaviors.

As someone who works a lot with data, however, you are probably very familiar with the challenges in achieving a single, reliable, 360-degree view of the customer.

My company, Nexus Technologies, is a partner of global data management leader Informatica. We help companies like yours to maximize the value of your data assets and shift your team's time from data preparation to data analysis and deriving insights.

I'd like to share with you an eBook called [\*\*The CDO's Guide to Customer Intelligence\*\*](#) to help you learn how to get started. [\*\*Download your free eBook today.\*\*](#)

Regards,

[redacted]