

# Hushly drives qualified demand using Company Surge<sup>®</sup> and LinkedIn advertising

## A new brand in a competitive industry

Hushly is a simple, yet powerful SaaS marketing platform that turns would-be abandoners into hand-raisers before they leave your website.

Like most new brands in a competitive industry, Hushly has aggressive expansion goals and must ensure budget is invested wisely.

## Making big bets on Company Surge<sup>®</sup> and LinkedIn

Hushly looked to marketing to transform its expansion goals into reality. It tested multiple advertising and social platforms over eight months to drive website engagement and conversions. LinkedIn outperformed the rest and became the most valuable paid advertising channel for Hushly.

But Hushly was looking for even greater efficiency and effectiveness to reach its aggressive growth goals.

The recent integration of Company Surge<sup>®</sup> data with LinkedIn Campaign Manager enabled Hushly to automatically optimize already great results. It's able to focus its ad targeting on audiences actively researching topics related to Hushly's products. Each week, the data refreshes with new businesses and removes outdated ones.

## Company Surge<sup>®</sup> cost-savings results

Compared to using LinkedIn targeting alone, there was a:

**54.5%** drop in CPM      **79%** drop in CPC

## Company Surge<sup>®</sup> performance results

**498%**

jump in CTR (compared to using LinkedIn targeting alone)

**7x**

improvement in website engagement (better than any other traffic source)

**414%**

improvement in lead-conversion rate (compared to LinkedIn ads without Company Surge<sup>®</sup> data)

**18x**

overall ROI from closed business using Company Surge<sup>®</sup> and LinkedIn advertising

# Hushly

“Bombora’s Company Surge<sup>®</sup> data coupled with LinkedIn sponsored content has increased our ability to reach and convert a highly engaged audience that’s in-market now for solutions we’re selling.”

James Kessinger,  
CMO, Hushly

For further information please contact [sales@bombora.com](mailto:sales@bombora.com).

# bombora

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