

CASE STUDY



powered by search

How We Helped PointClickCare Get Over 2000 Leads with LinkedIn Ads



"They are a natural extension to our digital marketing team, helping us buy both speed and objective insights. When it comes to helping us increase contributions to the sales pipeline, they've been a game-changer marketing agency to our demand generation efforts."

John Walker
Director of Demand Marketing
PointClickCare

The Client

pointclickcare.com

INDUSTRY

Healthcare

LOCATION

Canada

2063
leads

24%
opt-in

\$10
per lead

The Challenge

PointClickCare is the #1 cloud-based Electronic Health Record (EHR) platform for long-term care. Their platform enables health care providers, health systems, payers, and patients to confidently achieve the best possible outcomes by reducing manual data entry, duplication of data, and increasing data accuracy for patient care. Recently, PointClickCare has been named to the Forbes 2018 Cloud 100, the definitive list of the top 100 private cloud companies in the world, published by Forbes in collaboration with Bessemer Venture Partners and Salesforce Ventures.

We've been working with PointClickCare for a few years, helping them fill their pipeline with more qualified demos so that they can scale their impact. Their business was quickly evolving to play at a bigger level, so their demand generation and product teams wanted to invest in new channels to get more leads and demos to fill their pipeline.

The Solution

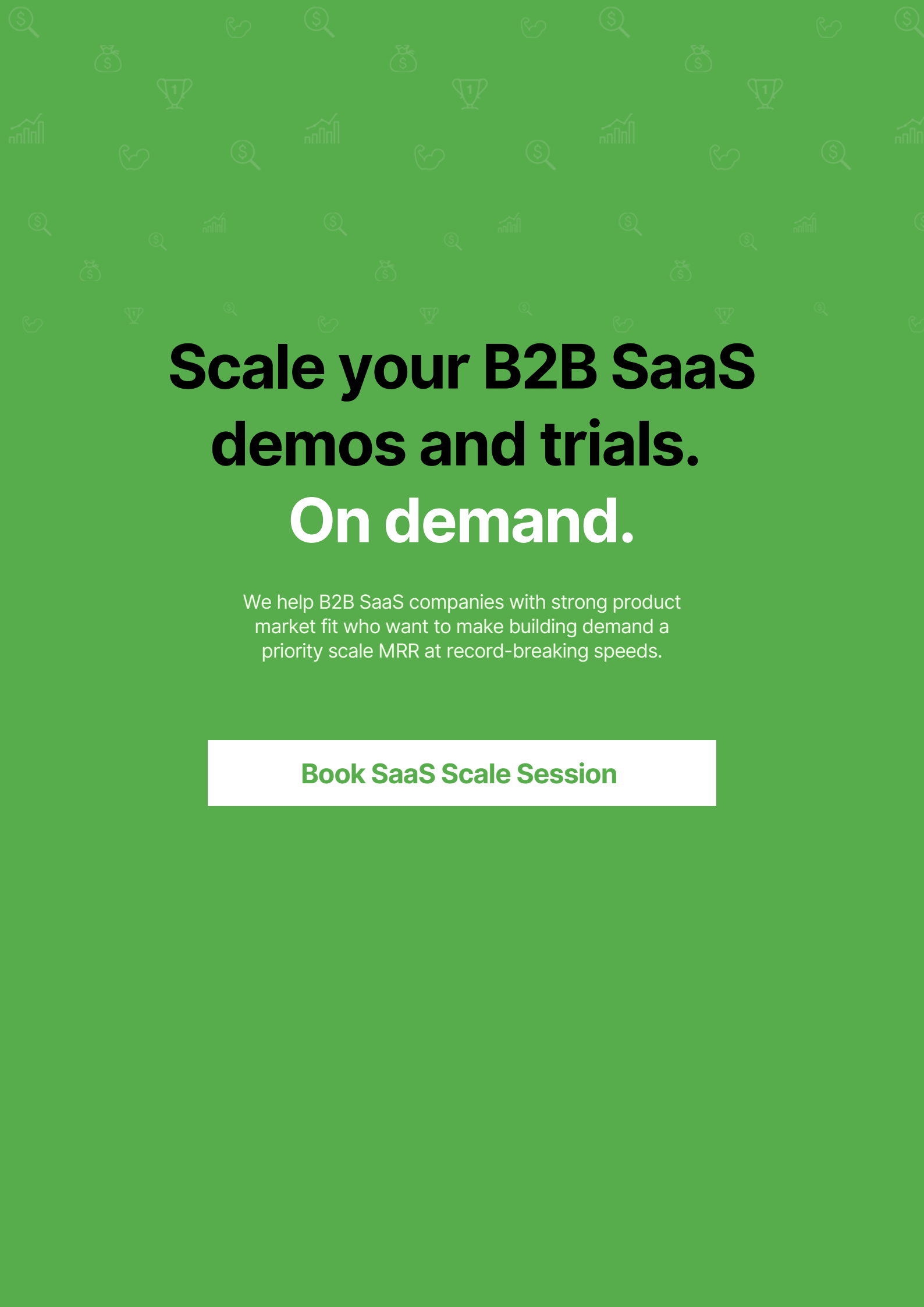
In just under 2 quarters, we leveraged LinkedIn Lead Gen ads to generate 1208 new Skilled Nursing leads, 311 new Senior Living leads, and 544 new Home Care leads.

We used a combination of static, in-feed, and video ads to ensure their target audiences were engaged, preventing any ad fatigue.

We also evaluated their existing e-books and guides for content-customer fit, and upon realizing that they were long and hard to consume, turned them into shorter more digestible content by breaking down the e-books into smaller guides, or simply changing the name from e-books to guide/cheat sheets.

The Results

- Drove **2063 leads** at a cost of only **\$10 per lead** in the **highly competitive healthcare niche**
- Used LinkedIn Lead Gen ads to convert **highly targeted ideal client** avatars into **MQLs**.
- Collaborated with PointClickCare to turn longer content upgrades into **short, actionable, goal-oriented, and easy to consume cheatsheets**.
- Achieved a **24% opt-in rate** proving high customer-offer fit.



Scale your B2B SaaS demos and trials. On demand.

We help B2B SaaS companies with strong product market fit who want to make building demand a priority scale MRR at record-breaking speeds.

Book SaaS Scale Session