

# Wipro Case Study

Impacting the right decision-makers.



“The ability to target the right audience was invaluable.”

Rahul Koul, Head Digital Marketing & Thought Leadership, Wipro Technologies

Wipro is a leading global IT company which has pioneered many an innovation in the IT, R&D and BPO services space. Wipro's Global IT business caters to more than 150 global Fortune 500 clients across financial services, retail, transportation, manufacturing, healthcare services, technology and more.

Wipro used the LinkedIn platform to reach focused decision-makers from top companies as part of an integrated campaign. The results were impressive and they were able to focus on key clients with their messaging. For Wipro, the motivation for working with LinkedIn was two-fold.

1. Reach the relevant audience.
2. Ability to target decision-makers specifically.

Given the impact of the campaign on LinkedIn, Wipro is evaluating other marketing initiatives using LinkedIn as an effective tool. Rahul Koul, Head Digital Marketing & Thought Leadership, Wipro Technologies, stated, “LinkedIn is a great platform to reach the right audience in the right context. We were able to reach our focused audiences i.e. Over 90% decision-makers from companies with over 10k+ employees. We have seen some great results and we have increased our investments by 110% in LinkedIn since we see a consistent value for our marketing efforts.”

## Objective

- To reach IT decision-makers and influencers as part of an integrated communication plan

## Solution

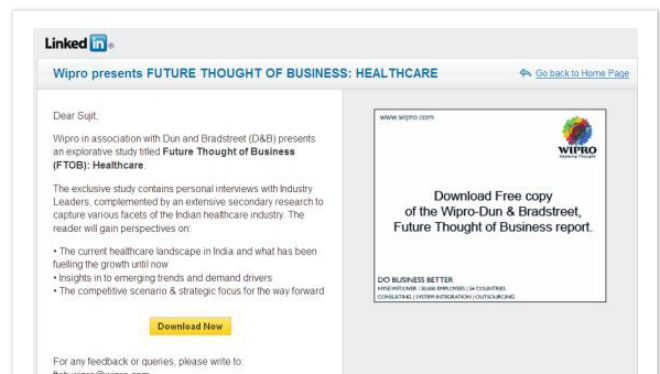
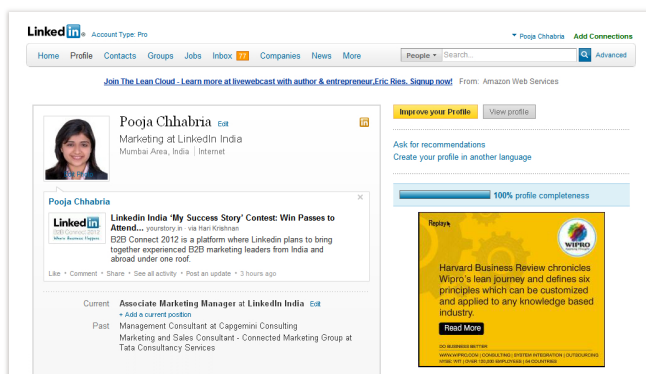
- Target the relevant audience by engaging with them on an on going basis
- Use Partner Messages and Display Advertising to reach relevant audiences

## Why LinkedIn

- #1 resource for business minded professionals
- The place for business networking providing the right context
- The ability to find the exact audience with precise targeting

## Results

- Partner Messages delivered an open rate of ~18%
- Average campaign CTR from unique members was 0.69%
- 100+ key decision-makers influenced from key companies



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