

RepTrak Case Study

From Visibility to Revenue Impact RepTrak's LinkedIn Success Story

CHALLENGE:

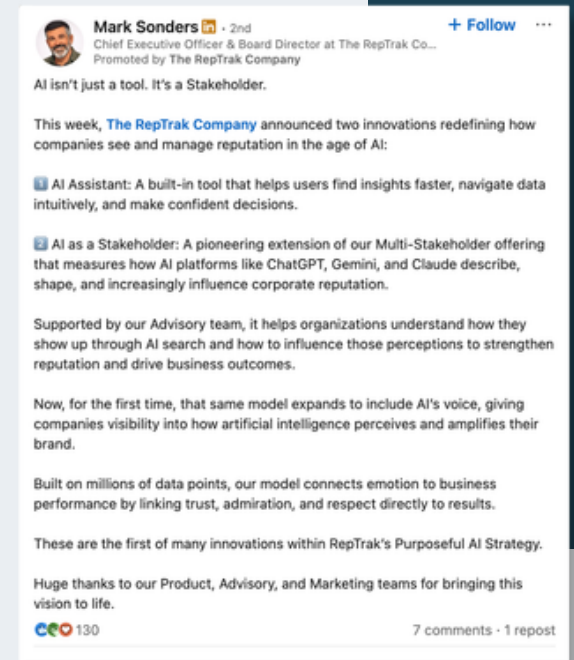
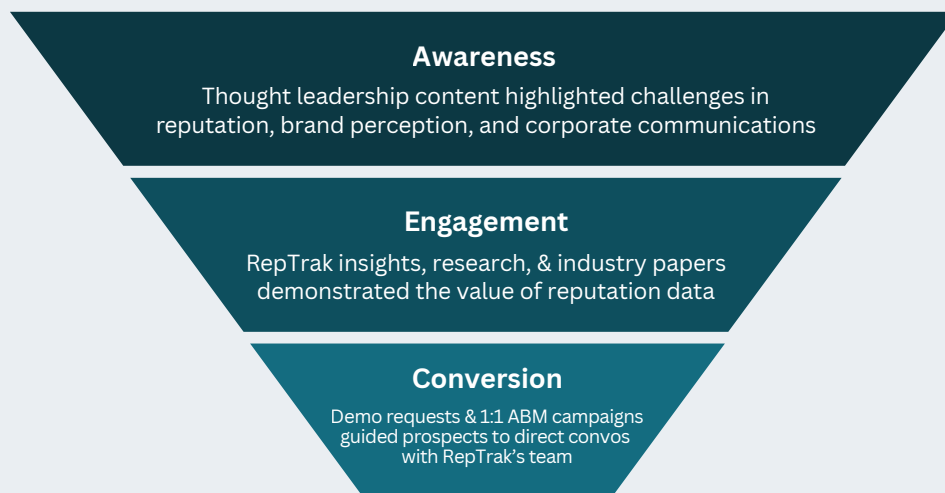
Reaching senior executives is never easy—especially when targeting communications leaders at Fortune 500 and global companies. That was the challenge for RepTrak. While they help brands measure and manage corporate reputation using data & insights, its niche audience made it difficult to stay visible with key decision-makers and turning that visibility into meaningful conversations and conversions.

A few of the challenges RepTrak faced, included:

- Reaching the right comms leaders across multiple regions (i.e. North America, Brazil, EMEA, APAC)
- Sharing insights that resonate with senior executives instead of sounding like another sales pitch.
- Standing out in a competitive market focused on reputation, brand, and ESG analytics.
- Connecting account-based marketing to a full-funnel strategy that drives prospects from awareness to engagement to demo requests.

STRATEGIC APPROACH:

By using LinkedIn Ads, Speedwork executed a full-funnel ABM approach to keep RepTrak visible with the right executives at target organizations, using curated account lists to deliver timely and relevant messages to priority companies and senior communications leaders. **Campaign content was structured across the funnel:**



The approach balanced global reach with account-level personalization, making sure every interaction felt relevant while keeping the brand top of mind across regions and accounts.

"Paid social media has become a reliable contributor to lead generation, supporting pipeline growth and broader demand generation goals."

– VP Marketing, The RepTrak Company

WHAT CHANGED:

As campaigns ran, Speedwork optimized based on performance data. Target accounts were refined to those showing real engagement. Creative & messaging were tested to see what resonated most with senior communications leaders. Budgets and targeting shifted toward top-performing regions, industries, and formats.

Speedwork also tightened funnel alignment to guide prospects from thought leadership to demo requests, improving lead quality, engagement, and overall efficiency.

RESULTS:

As campaigns ran, Speedwork optimized based on performance data—refining target accounts, testing creative & messaging, and shifting budgets toward top-performing regions, industries, and formats. They also tightened funnel alignment to guide prospects from thought leadership to demo requests, improving lead quality, engagement, and overall efficiency.

The campaigns delivered **clear results**, driving **measurable growth** in high-quality engagements.

18k+

high-intent page views

4,579

leads generated

42x

return on ad spend

Even more importantly, RepTrak stayed consistently **visible to the exact executives they wanted to reach**, building trust and familiarity with their high-value audience.

UNEXPECTED INSIGHTS:

As the campaign ran, a few surprising trends were worth noting:

- Certain regions performed better than expected. France and Brazil generated particularly strong engagement and lead volume.
- Industry research reports were especially effective content, driving high engagement from communications leaders and reinforcing RepTrak's authority as a reputation insights provider.

CONTENT EXAMPLES:

The RepTrak Company
Promoted

Discover how public perceptions and new industry trends are shaping Financial Services' corporate reputation — so you can perfect your communications strategy.

TOP TRENDS AND CHALLENGES

The Future of Financial Services
What can we expect?

New Report

Reputation Data for the Finance Industry

The RepTrak Company
Promoted

In the transportation industry, one failure — in safety, service, or sustainability — can instantly damage trust.

Our Transportation Report uncovers the reputation trends that matter most — so you can strengthen loyalty, reduce risk, and stay ahead.

What's driving loyalty for transportation companies today?

Get the Report

How to steer your reputation forward - New Report

The RepTrak Company
45,263 followers
Promoted

Can your company risk the reputational damage of one single mistake?

This new transportation report reveals the reputation trends shaping the transport industry — so you can improving customer loyalty and mitigating risk.

NEW Report for Transportation Brands
Industry trends you can't afford to ignore.

Download Now

[New Report] Take Control of Your Reputation
reptrak.com

Download

These insights informed the campaign strategy, as well as helped shape future content priorities and messaging.

"What stands out most about Speedwork is their true spirit of collaboration."

– VP Marketing, The RepTrak Company