

LEAD GENERATION FOR  
**INFOPULSE**

top 100 global outsourcing provider

[www.infopulse.com](http://www.infopulse.com)

# Target Audience + Locations

Objective 1

## Target Market:

Targeted C-level executives across the **Telecom** and **Agriculture** industries in the entire European Union, North America, Latin America, and the Middle East.

**Ad Platform:** LinkedIn ads

# Main challenges

01

## Drive Targeted Lead Generation

Develop strategies to attract high-quality leads most likely to convert into customers

02

## Reduce CPL

Analyze existing flow and reduce costs on ad spend

03

## Establish Sustainable Lead Generation

Develop a system that continuously identifies and nurtures leads, ensuring a steady stream of potential customers

04

## Expand into new markets

Validate Market Expansion Strategies and test hypotheses about new market opportunities to ensure successful entry and lead generation

# Created a 3-step funnel

LEAD-MAGNET PROMO

E-MAIL NURTURING

SERVICES PROMO ADS



**Leads Generated: 220**

**Average CPL: €38**

Our strategic content creation, including lead magnet for AgTech Sector directly contributed to generating 220 leads.

These high-quality leads converted into sales-qualified leads.

It's no longer a question of whether technology will change agriculture, but rather, HOW? Fortunately, there are experts with the proper background and experience who can guide us in preparing for the future.

Get expert insights on how technology will shape agriculture and what to expect.

Download our insightful eBook on seven agritech trends now 



 Download

# Key Stats



| Campaign name   | Off/On                   | Status | Key results   | Campaign group       | Spent      | Cost per result | Impressions | Clicks | Average CTR |
|---|--------------------------|--------|---------------|----------------------|------------|-----------------|-------------|--------|-------------|
| 16 filtered of 817 campaigns  | -                        | -      | -             | -                    | €15,675.76 | -               | 293,556     | 1,898  | 0.65%       |
| [Lead Gen] Top 7 Tech Trends in Agriculture in 2024 eBook - other<br>ID: 298122206 · Sponsored Content                      | <input type="checkbox"/> | Paused | 204 Leads<br> | Digital Budget (TBD) | €7,524.87  | €36.89          | 232,869     | 1,185  | 0.51%       |
| [Lead Gen] Top 7 Tech Trends in Agriculture in 2024 eBook - International - Operations<br>ID: 298390996 · Sponsored Content | <input type="checkbox"/> | Paused | 16 Leads<br>  | Digital Budget (TBD) | €905.14    | €56.57          | 12,875      | 92     | 0.71%       |



**Leads Generated: 166**  
**Average CPL: €38,72**

Launched a targeted eBook on Telecom domain specifically designed for Telecom C-levels, generating an impressive 166 high-qualified leads

The screenshot shows a LinkedIn post from the company 'Infopulse', which has 23,292 followers and is marked as 'Promoted'. The post text reads: 'Ready for a tech revolution in telecom!? From 5G to AI chatbots, 2024 is seeing some incredible advancements. These aren't just buzzwords – operators are using these tools to improve network capacity, personalize marketing, and deliver efficient communication experience for their customers.' Below the text is a call to action: 'Download our free eBook to explore 9 cutting-edge telecom trends for 2024!'. The image of the eBook cover features a background of fiber optic cables with glowing purple and blue light trails. The cover text includes the 'infopulse' logo, the word 'EBOOK', and the title 'Top 9 Tech Trends that will Change Telecom in 2024-2025'. A 'Download our eBook' link with a downward arrow is visible, and a 'Download' button with a download icon is at the bottom.

# Key Stats



| Campaign name  | Off/On                   | Status | Key results  | Campaign group       | Spent     | Cost per result | Impressions | Clicks      | Average CTR |
|--|--------------------------|--------|--------------|----------------------|-----------|-----------------|-------------|-------------|-------------|
| 51 filtered of 817 campaigns   |                          |        |              |                      |           |                 |             |             |             |
| [Lead Gen] 9 Tech Trends to Impact Telecom in 2024 eBook - other- International<br>ID: 298940296 · Sponsored Content | <input type="checkbox"/> | Paused | 68 Leads<br> | Digital Budget (TBD) | €1,679.62 | €24.70          | 12,552      | 206         | 1.64%       |
| [Lead Gen] 9 Tech Trends to Impact Telecom in 2024 eBook - inmail<br>ID: 295912626 · Sponsored Messaging             | <input type="checkbox"/> | Paused | 41 Leads<br> | Digital Budget (TBD) | €1,852.92 | €45.19          | 3,373 Sends | 2,439 Opens | 72.31%      |
| [Lead Gen] 9 Tech Trends to Impact Telecom in 2024 eBook - Generic<br>ID: 298018366 · Sponsored Content              | <input type="checkbox"/> | Paused | 32 Leads<br> | Digital Budget (TBD) | €1,938.08 | €60.57          | 8,879       | 121         | 1.36%       |
| [Lead Gen] 9 Tech Trends to Impact Telecom in 2024 eBook - IT - International<br>ID: 300770494 · Sponsored Content   | <input type="checkbox"/> | Paused | 16 Leads<br> | Digital Budget (TBD) | €542.71   | €33.92          | 1,443       | 33          | 2.29%       |
| [Lead Gen] 9 Tech Trends to Impact Telecom in 2024 eBook - IT<br>ID: 301818356 · Sponsored Content                   | <input type="checkbox"/> | Paused | 9 Leads<br>  | Digital Budget (TBD) | €412.50   | €45.83          | 1,073       | 19          | 1.77%       |

# RESULTS



Leads generated



Month duration of  
LinkedIn ads campaign



Leads quality score



## **My LinkedIn profile**

<https://www.linkedin.com/in/serhii-shepetun-249752174/>

# THANK YOU