

Rallyverse Case Study: Microsoft



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At Microsoft we help people and businesses throughout the world realize their full potential.

We make this simple mission come to life every day through our... [see more](#)

- ✓ Delivered daily Company Page Updates tuned to topics most relevant with business decision makers in 5 different markets based on unique integration with LinkedIn's Trending Topic data
- ✓ Significantly outperformed engagement-rate benchmarks across all markets, with overall engagement rate 60% higher than goal
- ✓ Sponsored Updates outperformed goal and allowed media team to scale on reach and investment – in addition to generating savings on production and infrastructure resources with the program.

Microsoft wanted to reach senior business and IT decision makers across Europe on LinkedIn with relevant content, within relevant context.

Their challenge? Providing the audience with relevant content, aligned with what is currently top of mind, at a scale across 5 different markets.

How could they create engaging content across 5 European markets geared specifically to business decision makers? And do so in a way that could successfully power a campaign at scale?

"Working with Rallyverse provided us with a stronger understanding of what mattered most to business decision makers on LinkedIn.

Their solution allowed us to scale our presence on LinkedIn across multiple markets with content that was tuned to what was relevant in each country – and gave us a solid foundation for a successful social media campaign, with organic, paid and earned working hand in hand"

– Aina Bolstad, Senior Marketing Communications Manager, Microsoft