



Uncovering Engaged Audiences for Audi

LinkedIn and PHD identified previously untapped and highly engaged audiences for two of the luxury brand’s newest models, the 2019 A8 and A6, through optimized targeting.



A Premium Opportunity

After a successful Audi A8 LinkedIn campaign in the UK, Audi of America was eager to find similar success through a focused “audience-first” strategy and real-time optimizations.

To launch the **Audi A8 and A6 models**, they enlisted LinkedIn to reach a targeted and highly discerning audience.

A Premium Partnership

LinkedIn used first-party audience data and advanced click demographics to optimize performance throughout the campaign.

Custom reporting allowed LinkedIn to deliver insights on key audience segments like “Finance-Minded World Traveler” and “Opinion Leaders” and to uncover new targets beyond these personas.



“We saw an opportunity to creatively leverage the LinkedIn platform to build awareness for the all-new Audi A8 and A6 models by using a very focused ‘audience-first’ approach.”

Loren Angelo
Vice President, Marketing
Audi of America

The Power of LinkedIn

The Audi brand previously ranked fifth among luxury US automakers, based on LinkedIn’s Content Marketing Score.

After engaging uncovered audiences, the brand rocketed to first.

140%

above clickthrough rate benchmark

125%

above engagement benchmark

35%

above earned media benchmark

1st

consumer auto brand to use carousel ads