



KLM Royal Dutch Airlines Takes Video for LinkedIn Sponsored Content to the Skies

The oldest airline in the world, KLM Royal Dutch Airlines flies passengers to 163 destinations in Europe and around the globe. With organizational focuses on innovation and sustainability, KLM aims to broadcast its values and gain differentiation through digital marketing and advertising programs.

Video for LinkedIn Sponsored Content helped KLM reach their target audience, while upping engagement and lowering costs.

Challenge:

KLM wanted to attract more travelers—including business travelers—to their brand, as well as drive social action.

- Increase audience engagement with the KLM video marketing programs.
- Improve cost efficiency of the video ad campaign by lowering the Cost-Per-View.
- In an industry saturated with video content, find a platform that allows KLM video content to stand out.
- Connect with the audience at all stages of the funnel, from building brand awareness to driving action, and even recruiting.

“Video stands out because it doesn’t tell, it shows. On a platform where there’s more business content, a video stands out more, especially on LinkedIn.”



Renske Siersema
Social Media Project Manager, KLM

Solution:

- Using LinkedIn, KLM was able to target and reach a premium audience, perfect for their Worldwide Business Traveler offerings.
- On a platform typically filled with business content, KLM’s creative video ad featuring their holiday jumper fashion show (on a moving walkway!) caught instant attention and drove high engagement.
- KLM used LinkedIn’s targeting precision for a full funnel marketing strategy - delighting customers with their brand videos, driving action to their social subscriptions, and recruiting cabin members.



Results:

\$0.06

Cost-Per-View of KLM video ad campaigns on LinkedIn¹

1. 62.5% below average benchmark

33.85%

View Rate of KLM video ad campaigns on LinkedIn²

2. 26.3% above average benchmark

In comparison to previous video marketing efforts on other platforms, Siersema was highly impressed by the engagement rates on LinkedIn. The network represents a unique opportunity for KLM to connect with business passengers, and to build awareness around its offerings for this audience. With these strong early returns, KLM is all-in with LinkedIn video going forward.

“Now we are going to share more videos on LinkedIn, not only organic videos, but also more video ad campaigns.”

- Renske Siersema,
Social Media Project Manager, KLM

Visit [linkedin.com/videoads](https://www.linkedin.com/videoads) to get started with LinkedIn video ads.