

## Interswitch Follow Us LinkedIn Campaign

Interswitch is an Africa-focused integrated digital payments and commerce company that facilitates the electronic circulation of as well as the exchange of value between individuals and organizations on a timely and consistent basis.

### Challenges

Interswitch wanted a campaign that would achieve 2 major goals:

- Increase followership on the Interswitch LinkedIn's page.
- Increase engagement on the Interswitch website.

### What We Did

Since the objective of the advert was to Increase followership on the Interswitch LinkedIn's page and also increase engagement on the Interswitch website.

- We suggested to Interswitch to take advantage of LinkedIn's advertising opportunities and activate a follow us ad campaign.
- By doing this, interswitch will build their LinkedIn followers.

### Screenshots

From:

The screenshot shows the LinkedIn profile page for Interswitch Group. At the top, there is a navigation bar with the LinkedIn logo, a search bar, and various utility icons. Below the navigation bar, a banner for a degree program is visible. The main profile section includes the Interswitch logo, the company name 'Interswitch Group', its industry 'Information Technology and Services', employee count '201-500 employees', and a 'Follow' button with '7,682 followers'. A 'Home' tab is selected. The main content area features a large image of a pipeline with the text 'Pipelines may leak Revenue shouldn't' and the Interswitch logo. Below the image is a short description of the company. To the right, a 'How You're Connected' section shows four profile pictures and statistics: '126 second-degree connections' and '413 Employees on LinkedIn'. At the bottom right, there is a 'Grow Your Career By Following PostNL' section with a PostNL logo and a profile picture.

To:

Global Business Careers - Need world-class business education? Durham, your next move.

**Interswitch Group**  
Information Technology and Services  
201-500 employees  
15,065 followers [Follow](#)

Home

www.interswitchgroup.com

**Pipelines may leak Revenue shouldn't**

**Interswitch**  
Transaction solutions you can depend on

Interswitch is an Africa-focused integrated digital payments and commerce company that facilitates the electronic circulation of money as well as the exchange of value between individuals and organisations on a timely and consistent basis.

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**How You're Connected**

132 second-degree connections  
426 Employees on LinkedIn  
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**Careers**

**Interested in Interswitch Group?**  
3 jobs posted  
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Interswitch Group At Interswitch, securing your personal information and transaction details, and

Visa Quickteller Rep...ods  
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## Result

The goal of the campaign was to deliver 333,334 impressions and to get as much followers on the Interswitch page within the space of 2 months.

- Over 333,399 impressions served at the end of the campaign.
- Over 11440 LinkedIn users in Nigeria clicked on the ad banner.
- Over 10,000+ LinkedIn users followed the Interswitch page within 2 months.
- Over 3.43% click through rate within 2 months.