

ServiceNow achieves both brand and demand performance results with LinkedIn's Video Ad Solutions



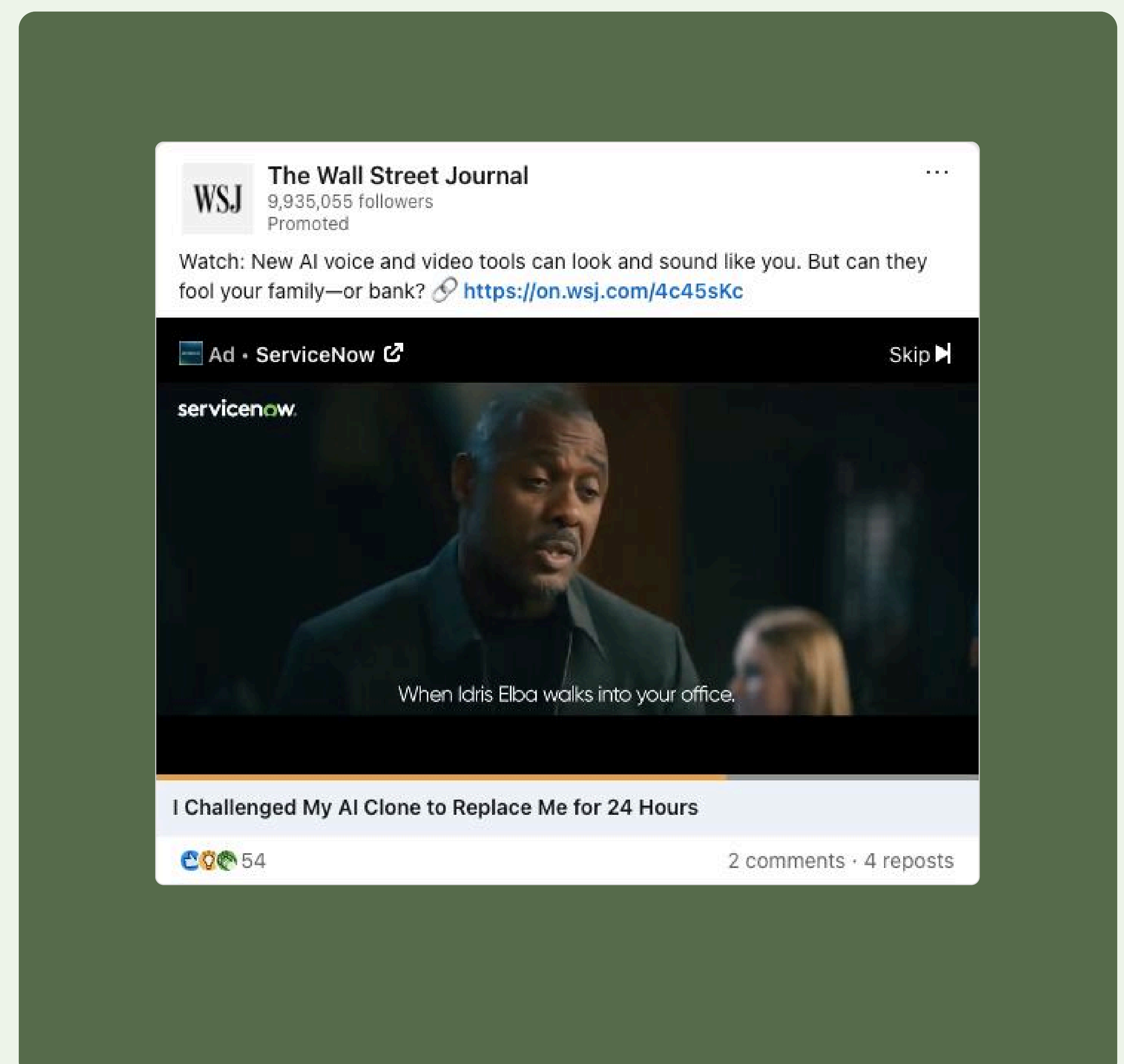
Location: Santa Clara, CA | No. of Employees: 10,000+
Industry: Software Development

ServiceNow, a global leader in digital workflow solutions, offers an AI-powered platform that drives efficiency across every function of the enterprise. To reach a wider C-suite audience beyond its IT roots, ServiceNow turned to LinkedIn's Connected TV solution and BrandLink to launch a campaign across NBCUniversal and trusted publications like Bloomberg, The Wall Street Journal, and Forbes in feed to bring brand and demand together like never before. The result was a 19-point lift in aided awareness amongst a key audience as measured through a Kantar brand lift study, a 45% higher likelihood to convert leads, and new benchmarks for brand and demand integration.

☆ Introduction

ServiceNow is no stranger to innovation. They actively seek opportunities to challenge the status quo and build more efficient and effective ways of working throughout all areas of its business. Known for transforming IT workflows, the company has spent the last several years evolving into a broader AI-powered enterprise platform, designed to support every function of modern business. But with this growth came a challenge: how do they reintroduce the brand to a wider audience of C-suite leaders beyond IT and do so in a way that both captures attention and delivers measurable results?

To meet that challenge, ServiceNow turned to LinkedIn's Connected TV solution and BrandLink to launch a campaign across NBCUniversal inventory as well as next to trusted publications like Bloomberg, The Wall Street Journal, and Forbes in the LinkedIn feed to bring brand and demand together like never before.





Challenge Expanding beyond IT in a crowded enterprise tech market

- ServiceNow needed to reintroduce its brand to decision-makers in HR, finance, operations, and other business functions beyond IT.
- Building awareness and emotional resonance with a broader C-suite audience was essential to shifting perceptions of what ServiceNow had to offer leaders across the full range of enterprise roles. “There’s enough noise in the market already, so it’s critical to get in front of the C-suite, because when they’re involved, conversion rates that lead to revenue outcomes improve significantly.” explains [Mayank Chaddha](#), Global VP of Digital Marketing at ServiceNow.
- The company was competing in a saturated SaaS category with high-spend incumbents and similar AI value propositions. To stand out, the team required a high-ROI solution that would deliver both brand and demand outcomes without compromising performance.



Solution

Orchestrating emotional storytelling through LinkedIn’s BrandLink and CTV Select with NBCUniversal

“As brand marketers, we’re constantly being asked to tie our work to tangible outcomes. Awareness is table stakes—but it’s not enough. Our CTV campaign with LinkedIn allowed us to close this gap between brand and demand, giving us a great opportunity to test what’s next and innovate.”

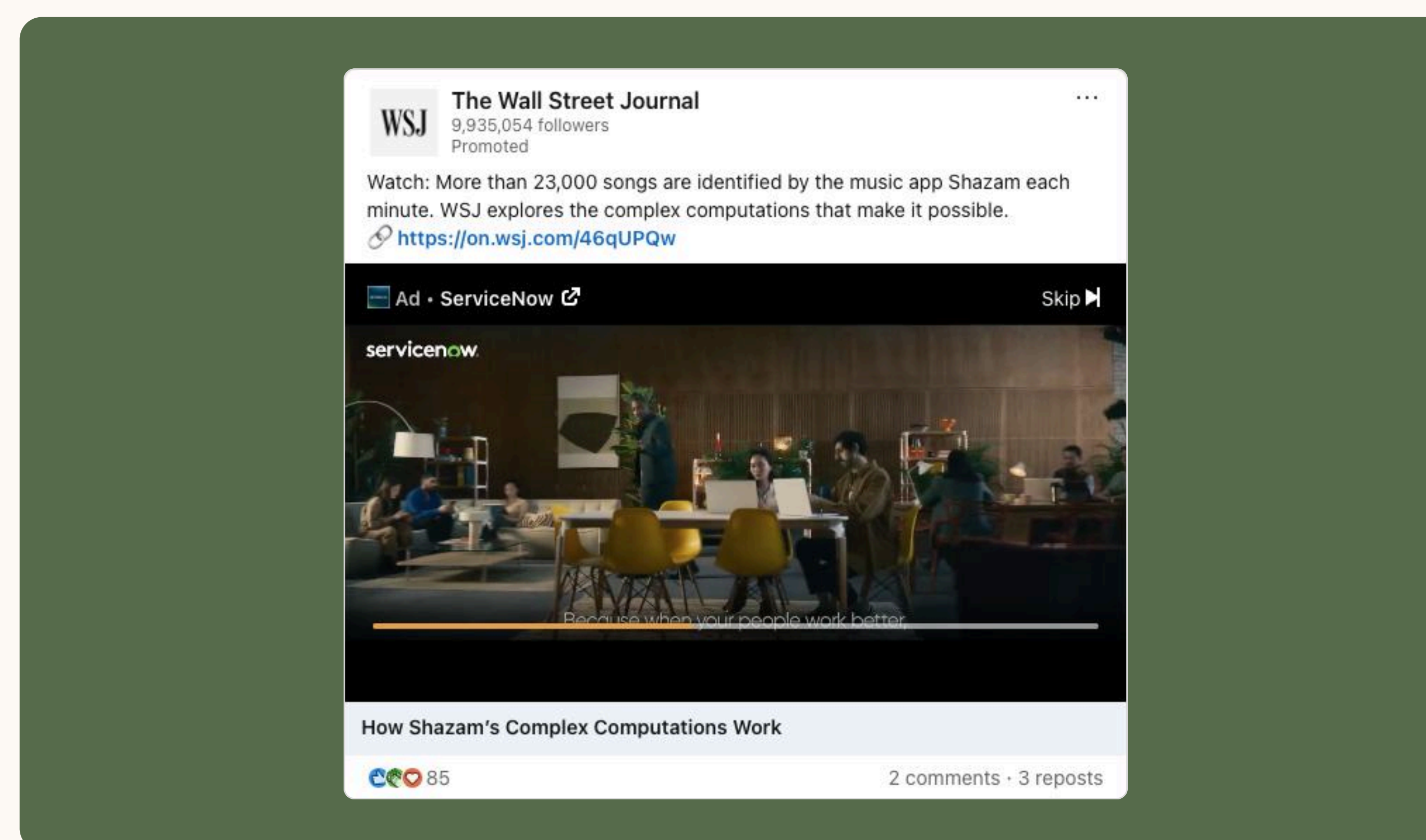


Jonathan Vu

VP Marketing
ServiceNow

- “B2B decision-makers are people too,” says [Jonathan Vu](#), VP of Marketing at ServiceNow. “So a core pillar of our strategy is around connecting with them in a business mindset and a living mindset.” As a result, ServiceNow launched the “Putting AI to Work for People” campaign to humanize its platform and differentiate their brand in a crowded market.
- The team worked with LinkedIn and their CTV Select offering, which allows clients to place Connected TV (CTV) ads exclusively on premium inventory like NBCUniversal’s (e.g. Peacock, Bravo, CNBC) to deliver high-impact video creative in premium Connected TV environments.
- Vu shares how this campaign aimed to solve that all-too-familiar pain point for B2B marketers: proving the impact of brand investment across the full funnel.

- LinkedIn enabled ServiceNow to retarget engaged viewers with demand messaging, creating a connected full-funnel omni-channel experience.
- BrandLink extended ServiceNow’s message and reach next to trusted publications like Bloomberg, The Wall Street Journal, and Forbes, all powered by account-based targeting. Managing BrandLink through LinkedIn’s self-serve tools gave the team speed, efficiency, and full control over media execution.



Results Driving full-funnel impact across brand and demand performance

- ServiceNow utilized a strategy of multi-channel and multi-format campaigns to drive results from the top of the funnel awareness to bottom of funnel demand and lead generation. This included multi-pronged approach included 3 campaigns: CTV Select, BrandLink and a concurrent lead generation campaign in-feed:
- Through LinkedIn’s integration with NBCUniversal, audiences who viewed the CTV Select campaign were 45% more likely to complete the lead gen form, based on LinkedIn self-serve measurement.



↑ **19**pt

Lift in aided brand awareness
(Amongst key audience from NBCUniversal + LinkedIn’s CTV Select campaign)

↑ **45%**

Higher likelihood to complete lead form
(After CTV exposure)

↑ **30%**

Increase in demand campaign lead completion rate
(When first exposed to BrandLink campaign)

- Meanwhile, BrandLink activations were 30% more likely to complete the lead gen form compared to standard campaign tactics and delivered a 44% higher average view rate than typical in-feed video ads, signaling stronger content engagement.
- ServiceNow simultaneously achieved 19 point lift in aided awareness among relevant audiences at large companies, according to a Kantar brand lift study.
- The team at ServiceNow is thrilled with the results. “Tactics like this allow us to say we drove awareness,” said Vu, “and there’s very little friction between that and a meaningful business outcome. That’s the future of B2B marketing: closing the gap between awareness and lead generation.”



ServiceNow unlocked more value from every impression

“LinkedIn’s capability to deliver a targeted account list and marry that with our sales ecosystem is top-notch. There is no other platform in the ecosystem that allows you to do that.”



Mayank Chaddha

Global VP, Digital Marketing
ServiceNow

- Combining premium placements with audience targeting allowed ServiceNow to reach new prospects and re-engage them throughout the funnel.
- Chaddha sums up a key differentiator LinkedIn offers: “LinkedIn’s capability to deliver a targeted account list and marry that with our sales ecosystem is top-notch. There is no other platform in the ecosystem that allows you to do that.”

- LinkedIn’s CTV Select integration with NBCUniversal on big screens and BrandLink in-feed enabled ServiceNow to scale its brand message to C-suite audiences while maintaining precision targeting and contextual relevance.
- The campaign proved that brand investments can directly drive performance, closing the gap between awareness and lead generation with minimal friction.
- BrandLink and self-serve tools made it easier for ServiceNow to move fast, stay flexible, and keep campaigns aligned with their key business priorities.

