Turning voices into impact

Snowflake drives 3x higher CTR for their first-ever Dev Day event by retargeting engaged audiences with Thought Leader Ads

Location: Bozeman, Montana, USA | Employees: 5,001-10,000 | Industry: Data Cloud

"We make it a practice to test new advertising options. The results rarely blow us away, but Thought Leader Ad results did!"

Casey Patterson
Director, Account Based Marketing
Snowflake

Challenge

Snowflake is a cloud-based data storage and analytics platform that helps organizations manage and analyze large amounts of data.

In 2024, Snowflake hosted their first-ever Dev Day event, which was co-located with their annual Snowflake Summit. Designed for a niche audience of developers, data scientists, engineers and data professionals, Dev Day brought the latest in Artificial Intelligence and Machine Learning technology to attendees in the form of tech demos, expert sharing sessions and much more.

To create excitement and drive attendance for both events, Snowflake capitalized on LinkedIn's Thought Leader Ads. The brand had seen early success from testing out the ad format in other events and was confident enough to use Thought Leader Ads as their only event marketing tactic for Dev Day on LinkedIn.

Solution

For Data Cloud Summit, Snowflake ran both Single Image and Thought Leader Ads. The latter leveraged two external voices — a speaker and an attendee — to provide different perspectives on why audiences should join the event.

By amplifying the right voices in an authentic way, Thought Leader Ads earned an impressive 5.6% clickthrough rate (CTR), which was 2.7x higher than Single Image Ads.

"Thought Leader Ads enable us to tap into the networks and connections of industry leaders. This helps to ensure that our messages resonate more deeply while also carrying greater credibility and influence," observed Maila Ruggiero, Account Based Marketing Manager, Snowflake.

With Thought Leader Ads proving to be an effective way to communicate their brand message and engage their target audience, Snowflake doubled down on this ad format to drive registrations for their first-ever Dev Day.

For Dev Day, Snowflake retargeted engaged audiences with a Thought Leader Ad by an internal thought leader, Principal Developer Advocate Dash Desai.

As a subject matter expert, Dash's promoted post earned 21.2% CTR and drove 64 sign-ups from a technical audience of data professionals. This contributed to Snowflake securing registrations from 40 targeted accounts for the inaugural event.

"By utilizing the power of LinkedIn Thought Leadership Ads, we were able to amplify the voices of Snowflake's industry experts, providing them with a platform to share their insights, experiences, and knowledge, ultimately enabling them to reach a wider audience and establish themselves as Snowflake leaders in their respective fields," said Ayzia Vizcocho, Specialist, Account Based Marketing, Snowflake.

Snowflake intends to incorporate Thought Leader Ads beyond event marketing.

Results

Thought Leader Ads supercharged engagement and registrations for Snowflake's Data Cloud Summit and first-ever Dev Day event, producing:

2.7x — **Thought Leader Ads achieved 5.6% CTR, which was 2.7x higher than Single Image Ads**

40 — **For Dev Day, 40 targeted accounts registered for the event**

21% — **For Dev Day, retargeted Thought Leader Ads drove a 21% CTR**

"Thought Leader Ads have proven to be a powerful tool for engaging our audience and driving targeted actions, such as event registrations. By leveraging this approach, we're able to capture high-quality, first-party contact data directly from ad engagements. Because we know our audience is genuinely interested in the content we're sharing, the path to conversion becomes much smoother and more effective."

Chris Marshall
Senior Manager, Account Based Marketing – Enterprise
Snowflake