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Atlassian proves 3.6x ROAS using Advanced Insights, powered by LiveRamp clean room technology

ATLASSIAN

Location: Sydney, Australia | **No. of Employees:** 10,000
Industry: Software Development

Atlassian is a collaboration software company working to unleash the potential of all teams. Atlassian software like Jira, Confluence, and Loom enable teams to work effectively and excel together to accomplish what work otherwise would be impossible alone. Atlassian used LinkedIn's precision targeting to reach its ideal B2B audience and drive conversions, but understanding the platform's true impact on down-funnel results like closed deals was challenging. The marketing team sought to bridge the gap between ad impressions and sales metrics to optimize their strategy.

Challenge

Lack of visibility into down-funnel impact

- Atlassian wanted to measure the impact of LinkedIn Ads on both brand and lead generation campaigns, to understand influence on customer acquisition.
- With marketing engagement data living in one platform and revenue information living in their CRM, Atlassian needed a privacy-first method to track performance across the entire customer journey.
- Atlassian required a solution that would help them optimize their campaigns based on more granular insights and justify the effectiveness of LinkedIn as a core advertising platform.

"We were able to analyze a year's worth of data and see that LinkedIn drove performance – not just in terms of ROI, but as a partner. It's really reconfirmed that LinkedIn is the best platform for Atlassian to broadcast the message that we're the solution for all teams."

Steven Barillas
Senior Online Marketing Manager
Atlassian

Solution

Integrating LinkedIn Ads with LiveRamp's clean room

- On the advice of their LinkedIn Account Team, Atlassian implemented Advanced Insights, LinkedIn's third-party clean room solution in partnership with LiveRamp, to securely combine LinkedIn Ads data with their own CRM data.
- Atlassian reviewed a full year's worth of campaign performance data, which enabled them to understand LinkedIn Ads' impact across the entire customer journey.
- The Atlassian team took advantage of the customizable queries in Advanced Insights to gain detailed insights into audience match rates, top-performing demographics, and the effectiveness of various ad creatives.

Results

Proving LinkedIn's impact and driving optimization

- The analysis revealed a higher-than-expected 3.6x return on ad spend (ROAS).
- Custom queries surfaced the most effective ad creatives, demographics, and match rates, helping the Atlassian marketing team better target and optimize their campaigns.

↑ 3.6x

Return on Ad Spend (ROAS) based on Atlassian's analysis

"This partnership was extremely helpful because we were able to better prove LinkedIn's impact on our ROI, which we then passed over to our leadership. That enabled us to secure the support we needed to leverage LinkedIn more as one of our core partners"

Steven Barillas
Senior Online Marketing Manager
Atlassian

Privacy-first solution for long-term growth

- Thanks to the secure and neutral environment of the clean room, Atlassian was able to streamline their legal and privacy approvals to effortlessly share CRM data in a secure manner.
- This privacy-first solution also future-proofed Atlassian's marketing measurement, providing a safeguard against potential data tracking challenges as the digital landscape continues to evolve.

Learn how LinkedIn Marketing Partners solutions can boost your results.