Customer Success:
ServiceNow

# Boost Leads to MQLs

## Background & Approach

The Customer Experience (CX) team tested predictive audiences for their Demand Generation efforts as they had seen average lead performance from lookalike audiences. The team looked to AB test predictive audiences' AI-powered approach to find members with strong intent towards CX products. In Q1, AB testing using contact list of closed won deals showed comparable cost-per-lead performance with **predictive audiences driving a stronger Lead Completion Rate**.

In Q2, performance favored lookalikes when viewing topical performance (cost-per-lead and lead completion rate), however, predictive audiences showed superior performance in terms of marketing qualified lead (MQL)conversion rate where **105% of members reached via predictive audiences were converting to MQLs** vs. 69% of lookalike audiences.

The CX team adapted their strategy as new product features developed, testing Lead Gen Completers as a source in Q3. This approach proved highly effective in scaling lead volume, reducing costs, and converting members into qualified leads.

## Insight

Predictive audiences are technically prospecting audiences yet still **drive comparable CPL performance to members who have been "warmed"**, making it an effective strategy for reaching prospects with strong intent.

## Implications

Folding in predictive audiences to the larger Demand Generation prospecting strategy helps **decrease front-end costs** and **improve post-lead performance**.

This strategy will be scaled outside of Demand Gen efforts and tested across other parts of the funnel to see which sources drive performance within the mid and upper funnel portions of ServiceNow's LinkedIn strategy.

## Results

ServiceNow's focus on innovation in product testing has led to improved performance. As part of its larger go-to-market strategy on LinkedIn, ServiceNow prioritizes intent-based targeting, and over multiple quarters of testing and optimizing Predictive Audiences, they achieved meaningful results:

**+129%**
Form fill rate QoQ

**-47%**
CPL QoQ

**+130%**
Lead Volume QoQ

**+33%**
MQL QoQ

***"Predictive Audience's advanced targeting has renewed our Lookalike strategy, honing in on an audience displaying clear intent. This new approach has optimized our campaigns, resulting in sustained improvement across our key performance indicators. We're excited about the results achieved and will be leveraging Predictive Audience for ongoing success."***

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