

# Celosphere sequel goes bigger and better with LinkedIn Events



## celonis

Planning the sequel to the first ever Celosphere Live was always going to be a very different experience for leading execution management systems platform, Celonis. In 2020, when Celonis took the decision to pivot its showpiece three-day conference to a virtual event in the face of the pandemic, it had four weeks to plan and its simple objective was to secure as many virtual attendees as possible. A year on, the marketing team was able to build a far more sophisticated strategy around LinkedIn Events. Persona-based targeting and tailored ads secured registrations from all of the key accounts in Celonis' new business pipeline, helped to generate over 2,000 registrations overall, and provided a platform for ongoing engagement through retargeting.

### The Challenge

- Target key personas at accounts in the Celonis new business pipeline
- Drive relevant, high-quality registrations for Celosphere Live
- Generate wider excitement and reach during the live event itself
- Leverage on-demand content to continue nurturing prospects after the event

### Why LinkedIn?

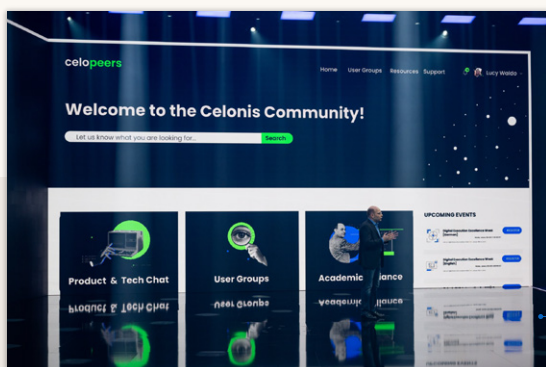
- Building on the success of LinkedIn Live broadcasts of the original Celosphere Live
- Ability to integrate Celonis' dedicated events platform with LinkedIn Events
- Power of LinkedIn targeting
- Ability to retarget in-platform, based on engagement with video ads and Lead Gen Forms

### The Solution

- Integration with LinkedIn Events to provide a platform for in-depth engagement before the event
- Persona-based targeting on LinkedIn, with ads promoting the most relevant sessions for different audiences and accounts
- Over 1,437 ad variations across almost every LinkedIn ad format
- Keynotes from each of the event's three days streamed to a wider audience on LinkedIn Live
- Retargeting campaign leveraging event content

### Results

- Within weeks, the LinkedIn campaign secured registrations from all accounts in the Celonis new business pipeline
- This helped to drive **+2,000** advance registrations for the event
- LinkedIn Live streams generated:
  - > 4,000 additional views,
  - > reached an audience of 80,000 through notifications, and
  - > drove 225 additional registrations during the event



A year on from pivoting its showpiece event to a live-streamed conference, Celonis built on its success with a sophisticated event campaign that got all the right people watching.

## Back by popular demand

The success of the first Celosphere Live equipped Celonis' marketers with a wealth of insight on the experiences that virtual event attendees are looking for. When it came to planning the sequel, Head of Social Media Philip Behnke, Head of Global Conversion Marketing Gabe Turner, and Digital Marketing Manager Charalampos Pavlakis, could dial up the elements that had resonated most strongly first time around. They were also able to innovate to give audiences more flexibility when it came to watching a three-day event.

"We had really positive feedback about the live studio setup that we used for filming, with audiences submitting questions and people calling in live so we dialled up those elements even more this time around," says Philip. "We pushed our line-up of celebrity speakers a bit further too, by including Trevor Noah and Megan Rapinoe."

"It's unrealistic to expect people to block off their calendar and watch the whole event straight through," adds Charalampos. "We made sure we had video of each session available on-demand, within an hour, so that people could watch when they wanted."



## Delivering the most relevant audience at scale

The other major development came in the way the Celosphere Live sequel leveraged LinkedIn. "We were able to take advantage of LinkedIn targeting to ensure that we got the right people registered as a priority, before we opened out the campaign to fill out the number of attendees," says Charalampos. "We segmented by account tiers as well as by the personas within accounts, and delivered tailored messages focusing on the most relevant sessions for each segment. Besides Event Ads,

we leveraged almost every other LinkedIn ad format in one way or another – so much so that we had 1,437 separate variations."

Integrating Celonis' dedicated event platform with LinkedIn Events ensured a more relevant experience for those registering, building interest and engagement ahead of the event itself. "It was huge for us that we were able to capture people's emails while also giving them a relevant experience where they knew exactly what they were signing up for," says Gabe. "The fact that LinkedIn enables in-platform retargeting has enabled us to keep leveraging event content on an ongoing basis – we're not depending on cookies to keep a conversation going."

This emphasis on relevant reach helped to ramp up the value of Celosphere Live. In just a matter of weeks, LinkedIn secured registrations from all of the key accounts in Celonis' new business pipeline and helped drive over 2,000 registrations ahead of the event. LinkedIn Live broadcasts of each day's keynote sessions then drove 225 additional registrations, while reaching 80,000 people in total and generating 4,000 views. "We're now able to retarget those who registered and retarget based on video views," says Gabe. "Celosphere has given us evergreen content that we're able to cut and splice for ongoing campaigns on LinkedIn."

"Being able to integrate our events platform with LinkedIn Events was huge for us. We could build on the learnings of last year, and use persona targeting to get higher quality registrations from the key people in our pipeline. The ability to retarget people who engage with our video content within the LinkedIn platform is going to be massively important for us going forward."



**Gabe Turner**

Head of Global Conversion Marketing, Celonis