

ServiceNow Executes a Critical Marketing Strategy with LinkedIn Business Manager



Location: Santa Clara, CA | No. of Employees: 17,000
Industry: Software Development



“We have to get smarter about how we use technology in the most innovative ways to boost performance and stitch together our data to show the full impact of brand and demand.”

Anna Nguyen
VP, Digital Marketing, ServiceNow



Challenge

Implementing a Best in Class Brand and Demand Strategy

- Global software leader ServiceNow offers solutions that enable enterprise organizations to digitize their businesses and deliver next-generation experiences with the Now Platform.
- ServiceNow identified positive outcomes from the overlap between brand and demand audiences, with brand campaigns driving increased engagement in demand campaigns.
- The cross-functional Brand and Digital Activation teams at ServiceNow developed a shared strategy aimed at a more refined and consistent audience alignment that required a high level of collaboration, much of it manual and repetitive.
- To implement this strategy, ServiceNow needed a solution that enabled them to develop, implement, and measure this collaborative campaign approach and reduce the level of effort required.
- Christopher Stemborowski, Global Strategy Director at ServiceNow, explains the additional challenge of measuring an untested strategy. “We really wanted to hone in on a diagnostic metric, but a metric that we know has an impact on our business: measuring the cross-exposure between our brand campaigns and our demand campaigns.”



Solution

Integrating Ads with Business Manager

- ServiceNow added their Ad accounts to Business Manager. Across brand and demand accounts, they shared targeting parameters and retargeting audiences to ensure they targeted the same audiences, while further building their funnel.
- Integrating their LinkedIn Ads account with Business Manager provided the connections, data sharing, and reporting ServiceNow needed to succeed with this new marketing strategy.
- Leveraging LinkedIn's Business Manager tool helped ServiceNow teams execute a functional activity which previously they did not have a simple scaled solution for.



Results

- ServiceNow successfully implemented the strategy across six campaigns initially, tracking against both brand and demand.
- With demand campaigns now warmed by brand campaigns, ServiceNow has seen an estimated 69% increase in conversions.
- The results have been outstanding. The opportunity for ServiceNow moving forward is to maximize what percentage of overlap they drive across the brand and demand campaigns because they have proven the value of it.
- ServiceNow has expanded the volume of campaigns and markets where they use this strategy and continuing to explore new ways to leverage Business Manager.

+693%

in audience overlap

+50%

lift in audiences exposed to both Brand and Demand messaging

Reaching audiences with the right messaging

- The list of audiences ServiceNow serves is extensive, with their services utilized by roughly 80% of Fortune 500 companies. “Because we’re selling a platform,” explains Stemborowski. “We’re selling category solutions that are across multiple different parts of a large enterprise business.” This means their audiences consist of dozens of people in different buying centers, including C-suite decision makers.
- With the depth and breadth of this audience, being able to activate the new strategy across more markets helps ensure the right people are met with the right messaging at the right time, and nurtured through the funnel.
- Since implementing this change in their targeting strategy, ServiceNow has seen a 50% lift in Engagement Rate for members exposed to both Brand and Demand messaging, as well as a 50% increase in audiences exposed to both Brand and Demand messaging.
- “We want to ensure that we’re building relationships and delivering value to the teams implementing our tools and solutions. It helps to have end users who engage with our products and our brand on a regular basis, and who have a positive association with the brand. That is part of a long-term successful partnership with those customers.”

A full suite of ad tools

- ServiceNow uses the full suite of LinkedIn Ads tools in their deployment of this marketing strategy.
- The ROI across all ad formats increased as more members were nurtured by both brand and demand campaigns, with a 27% decrease in cost-per-click.
- “I don’t think that there was one placement that really stood out,” recalls Stemborowski. “The magic of this case study for me is not that we found a single silver bullet that worked for one campaign. The magic in this case study is that we used a tool and a technology to unlock value that was always there for both the brand and the demand teams.”



“The ability to connect our target audiences through Business Manager improves the effectiveness of our brand and demand campaigns and saves time for our teams.”

Christopher Stemborowski
Global Strategy Director at ServiceNow