

Case Study

Dynatrace Beats Event Registration Goal by 51% Using LinkedIn Ads



Dynatrace is the leader in unified observability and security. The Dynatrace platform combines broad and deep observability and continuous runtime application security with the most advanced AI and analytics, enabling innovators to modernize and automate cloud operations, deliver software faster and more securely, and ensure flawless digital experiences. The world's largest organizations trust the Dynatrace platform to accelerate digital transformation.

Every year, Dynatrace runs a conference called Perform – a thought-leadership event where tech professionals network and learn about the latest industry trends. Since the pandemic, Dynatrace has also introduced a hybrid-event model, delivering content to both in-person audiences and virtual/online attendees.

At the latest Perform event in February 2023, keynote speakers included Kelsey Hightower, Hannah Fry, and Tony Hawk (yes, the legendary skateboarder and business leader), and online registrations were higher than ever. In fact, Dynatrace was 51% over their paid social virtual registration goal.

Read on to learn how 



Dynatrace's Methodology

Dynatrace's marketing team approached their Perform 2023 LinkedIn campaign with a data-first mindset. They analyzed the results from previous LinkedIn campaigns promoting corporate events and applied their learnings to this campaign.

This top-performing strategy included:

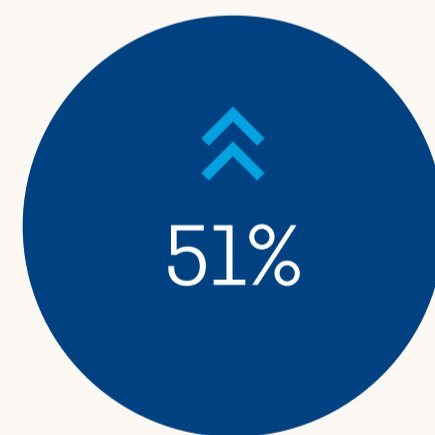
- Using an account-based approach that targeted key organizations using:
 - Sponsored messaging
 - Sponsored content
- Leveraging the precise LinkedIn targeting capabilities to reach the right audience
- Enticing the audience with high-profile keynote speakers

Campaign Results

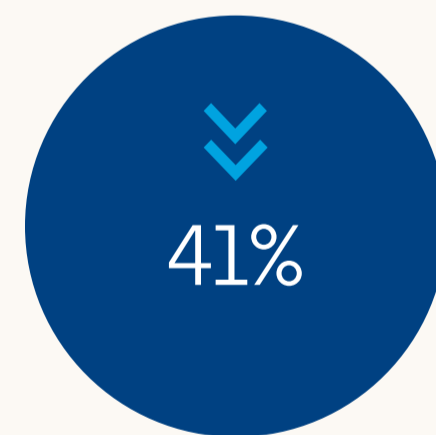
Dynatrace used benchmarks from previous virtual event promotions to set realistic goals for its 2023 Perform campaign, and it crushed them all. The results included:



10,000 more
registrations



51% more
registrations than
their paid social goal



41% lower
cost-per-lead year
over year

The Secret Sauce

The success of this Dynatrace campaign came down to key elements like:

Testing, Tracking & Analyzing Results

By testing and tracking the results of previous campaigns, Dynatrace could focus on what gets the best results and double down on that – boosting efficiency.

Targeting Key Accounts & Audiences

Dynatrace gets ads in front of accounts and organizations that fall within their ideal target audience – an account-based strategy focusing on lead generation.

Including Exciting Keynote Speakers

Dynatrace gets best-of-the-best industry experts and speakers to present at their events, which left their target audience hungry to attend Perform this year. Their best-performing ads focused on the event's three keynote speakers.

Using Clear & Concise Messaging

Having tested and monitored the engagement on different messaging strategies, Dynatrace found that the most to-the-point messaging got the best results.

“We were really smart this year. We analyzed our best-performing content from previous event promotions, and we went to market with that from the start.”

Carolyn Stacey
Digital Marketing Manager, Global Paid Social Media, Dynatrace



What's Next For Dynatrace

“We often see that the clearer and more to the point the messaging is, the better. We tell the user what they can expect. When people scroll through their feeds on LinkedIn, marketers have a couple of seconds to get the users' attention. If the audience doesn't know immediately what the ad is about, they won't engage.”

Ines Kriebnig

Senior Digital Marketing Manager, Paid Acquisition, Dynatrace



Dynatrace takes an always-on approach to marketing, with campaigns running throughout the year. Beyond Perform, the other initiatives include:

- **Gartner Magic Quadrant:**
Dynatrace Named a Leader and Positioned Furthest for Vision and Highest in Execution in the 2023 Gartner® Magic Quadrant™ for APM and Observability. The report marks the 13th consecutive time Gartner has named Dynatrace a Leader in APM and Observability.
- **Dynatrace Innovate Event Series:**
Dynatrace will use LinkedIn to support other corporate events outside of their flagship Perform conference, in EMEA, APAC, and LATAM.
- **Brand awareness campaigns:**
Dynatrace will also use LinkedIn's in-depth targeting tools to focus on more brand awareness campaigns.



The LinkedIn Edge

LinkedIn's targeting capabilities give Dynatrace the power to hone its marketing and advertising strategy and generate strong leads. Other results include a 34% YoY paid social pipeline increase with 28% less ad spend

Compared to other marketing channels, LinkedIn enables Dynatrace to:

- **Target key accounts with specific ads**
- **Adopt account-based marketing at differing scales**
- **Generate brand awareness and capture demand**

“Our combined professional experience and our understanding of the core initiatives at Dynatrace has helped us to build a really strong foundation for paid social, particularly on LinkedIn.”

Carolyn Stacey

Digital Marketing Manager,
Global Paid Social Media, Dynatrace.

Conclusion

LinkedIn is a powerhouse platform for testing and honing B2B campaigns and getting them in front of audiences that are key to your brand.

Ready to spend less, get better results, and refine high-performing campaigns for your organization? Reach out to your LinkedIn representative to get started.

