

# Growing internationally

Whatfix refines its international marketing strategy on LinkedIn for long-term growth



Industry: Technology – Software as a Service (SaaS)

No. of Employees: 501-1,000

Headquarters: San Jose, California

Whatfix is a leading Digital Adoption Platform that enables product and application owners to analyse user actions, create better product feature discovery and adoption content, and engage users to become more productive and self-sufficient at work by leveraging advanced AI capabilities. Born in the cloud and launched in India in 2014, the company now serves many Fortune 500 enterprises worldwide.

To drive its international growth, Whatfix actively markets on LinkedIn, using the platform’s market intelligence and sophisticated targeting capabilities to accurately target, engage, and convert audiences, particularly in its priority markets of North America and Europe.

In FY22, Whatfix, in consultation with LinkedIn Marketing Solutions, broadened its targeting beyond a narrow cohort of decision-makers. Its efforts to nurture the entire buying committee delivered significant year-on-year uplifts in leads and opportunities — while setting the stage for the next chapter of its sustainable international expansion journey.



## THE RESULTS

When Whatfix optimised its targeting strategy to reach the entire buying committee, it drove more leads and opportunities without compromising quality:

- +59%** increase in lead volume
- 64%** decrease in Cost Per Lead
- +48%** increase in opportunities
- 62%** decrease in Cost Per Opportunities

## THE CHALLENGE

Whatfix, as an industry-agnostic Software-as-a-Service provider, has always marketed itself globally. When entering its priority international markets of North America and Europe as an emerging player up against established companies, Whatfix focused on pursuing ‘quick-win’ customer segments.

Leveraging LinkedIn’s first-party data, Whatfix created custom audiences by defining its ideal customer profile in terms of professional attributes. It also ran account-based

marketing (ABM) programmes to target companies that closely mirrored its best-fit customer segment.

This strategy has very been successful in enabling Whatfix to capture market share in North America and Europe. In FY21, however, the company noticed that its marketing results were beginning to plateau — an early signal that it may be exhausting its quick-win opportunities, and that a longer-term marketing strategy may be in order.

## THE SOLUTION

In consultation with the LinkedIn Marketing Solutions team, Whatfix quickly took campaign-level optimisation actions in FY22. This primarily involved broadening its targeting, which had been trained on HRIS, L&D, and Sales Operations decision-makers.

Understanding that [69% of the technology buying decision in North America is now influenced by functions outside the IT department](#), Whatfix optimised its targeting strategy to include key buying committee member personas across the Finance, Procurement, and IT Implementation functions.

Doing so immediately tripled its audience size without compromising lead quality, as Whatfix earned 59% more leads and 48% more opportunities while more than halving its Cost Per Lead (-64%) and Cost Per Opportunity (-62%).



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LinkedIn has been a strategic partner in our international marketing journey, equipping us with valuable insights and solutions to drive short-term business results while seeding long-term growth.



**Reetesh Pandey**

Director, Performance Marketing  
Whatfix

## THE FUTURE

With userisation at the core of its innovation and its data-driven Digital Adoption Platform powered by advanced AI, Whatfix is now preparing for the future with a long-term marketing strategy that will enable it to capture a larger, albeit harder-to-win, segment of its priority international markets.

In FY23, it began investing in brand marketing efforts on LinkedIn with the goal of raising brand awareness and nurturing future demand among out-of-market buyers. This is balanced by a healthy investment in lead generation so that Whatfix can continue to grow sustainably in North America and Europe.

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