



Impact Expands iPX Event Reach with LinkedIn Live and Event Ads

By streaming Partnership Experience (iPX) through LinkedIn Live and amplifying with Event Ads and other paid media, Impact doubled event attendance, grew engagement, and unlocked high-value audiences for future conversion.

PRODUCT

Event Ads and LinkedIn Live for customer outcomes

Product Success: Broadcasting iPX keynote sessions via LinkedIn Live and using Event Ads and additional paid media promotion maximized visibility. The livestream was seamless with production support onsite.

Customer impact: “LinkedIn Live amplified our event far beyond in-person attendance...The setup was low-lift, the team integrated seamlessly with our onsite tech, and execution took just three weeks. The results paid for themselves: we gained powerful retargeting audiences and are already seeing higher down-funnel conversion from these viewers. It truly made our event 10x bigger than we imagined.” – Whitney Donaldson, Director, Demand Generation at Impact

THE GOAL

Extend iPX access to a broader global audience and boost engagement

Impact’s annual Partnership Experience (iPX) event is a cornerstone of its brand, bringing together industry professionals to showcase innovation and drive thought leadership. With only 1K attendees able to join in-person, the team set additional goals:

- Extend event access to a global audience
- Boost engagement with event content beyond the physical venue
- Generate new audiences for retargeting and long-term demand generation

THE CHALLENGE

Make iPX bigger, accessible and more measurable

Impact wanted to make the event larger, and faced key challenges:

- Scaling attendance without the limits of venue capacity
- Ensuring digital engagement matched the quality of in-person participation
- Capturing meaningful data and audiences for follow-up campaigns

THE RESULTS

Doubled attendance.

Expanded reach and engagement.

Achieved brand visibility.

1.1K+

Concurrent Livestream Viewers
- doubling attendance from in-person only.

132K+

Additional Views
generated through paid media promotion

57%

Viewers were 57% more likely to engage with sponsored content

42K+

Total Views
From 40K+ total unique viewers