



How Tableau Achieved Over 90% Lead Gen Form Submission Rates with LinkedIn's Conversation Ads

Tableau is a leading global data analytics software that is used for data and business intelligence. Millions of professionals, from IT managers to Data Analysts use Tableau to uncover insights, seamlessly create visualizations, and share data with a single click.

Challenge

Tableau wanted to bring IT decision makers and Data Analysts to two of its most important virtual events of the year: The **Virtual IT Summit** and the **Data Analyst Summit**.

Solution

- Tableau leveraged LinkedIn to drive event registrations as the top platform to reach and engage with professional audiences of any seniority and title.
- Specifically, Tableau used Sponsored Content and Conversation Ads to provide general event awareness to members in the LinkedIn feed, while sharing more information to particular audiences in their LinkedIn inbox.

“We’re happy with the success we’ve seen driving event registrations with Conversation Ads, and plan to test this format out within other campaigns to offer more dynamic choices for our most important audiences.”



Grace Arends,
Digital Marketing
Specialist, Tableau

Results

- With its multi-format approach, Tableau saw Conversation Ads drive Lead Gen Form Submission Rates over 90% on average.
- With this success, Tableau plans to expand use of Conversation Ads, leveraging key executives in their organization to promote content, webinars, events, and bottom-of-the-funnel activities for their most important audiences.

“Conversation Ads helped our Lead Gen Forms be more efficient. It’s a large ask to get someone to attend a long event with limited information. Conversation Ads allowed us to share additional event information – from speakers to sessions – that really helped drive conversions,” said Grace Arends, Digital Marketing Specialist at Tableau.

