

Celosphere Live: where superfluid meets event strategy



celonis As the world leader in process mining and Enterprise Performance Acceleration software, Celonis wanted to demonstrate the characteristics of a superfluid enterprise in its response to COVID-19. When the business took the decision to replace its showpiece in-person conference, Celosphere, with a virtual event, it was determined to execute the pivot in a way that maintained excitement among its audiences. Backing Celosphere Live with an innovative promotional campaign, and streaming key sessions through LinkedIn Live, helped it to achieve all targets in terms of reach, awareness and registrations.

The Challenge

- Recreate the Celosphere in-person conference as a three-day virtual event within only 6 weeks
- Reach relevant decision-makers to drive registrations and leads at scale
- Achieve a high attendance rate and engage people throughout the virtual event
- Amplify key content from the event to build awareness and drive additional registrations on the day

Why LinkedIn?

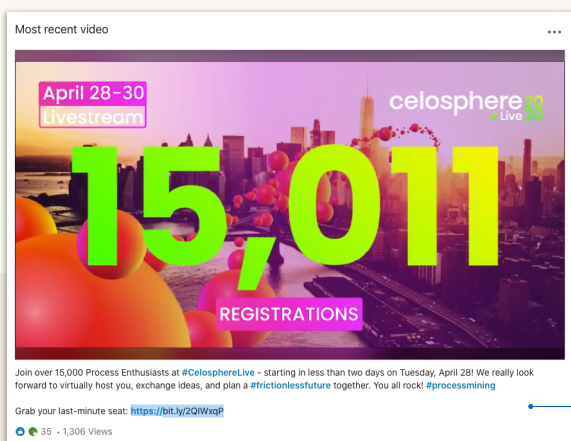
- Celonis' high-quality organic audience on the platform
- Ability to target relevant decision-makers through promotional campaign
- LinkedIn Live notifications to ensure reach for key virtual sessions

The Solution

- Multi-dimensional promotional campaign on various digital marketing channels with a focus on LinkedIn, incorporating blog posts, Sponsored Content, Video ads, Message Ads and certification opportunities
- Targeting of relevant job titles at key accounts with tailored content around persona specific can't-miss sessions
- Creative approach to taking the event virtual, with a mix of remote-filmed and socially distanced studio footage
- Selected keynotes, Q&A sessions and product announcements streamed via LinkedIn Live

Results

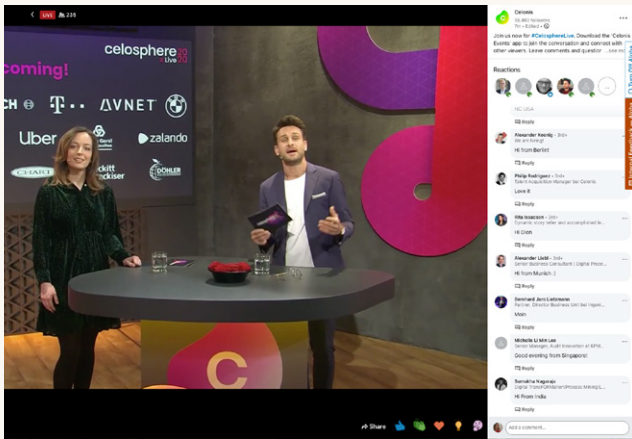
- Virtual event with more than 18k registrations, +1k of which came in via LinkedIn
- LinkedIn Live streams of key sessions delivered 6,700 additional views
- The LinkedIn Live experience generated an engagement rate of 4.5%
- The promotional campaign and LinkedIn Live experience achieved all objectives in terms of reach and event registrations



By reinventing its annual event as a live-streamed conference, Celonis showed the agility that audiences expect from a global leader in business transformation.

A varied virtual experience

From the start, Celonis took a sophisticated approach to recreating Celosphere as a virtual event. The digital version of the three-day conference mixed different formats and filming techniques to maintain viewers' interest and address different marketing objectives. These included socially distanced panels, keynote addresses, product launches, remote-filmed guests and live training sessions providing the opportunity to earn Celosphere Live Certificates.



Event marketing that starts long before the event – How Celonis leveraged LinkedIn to drive registrations and to stream keynotes of the event

Beginning 43 days before the start of Celosphere Live, a multi-dimensional digital marketing campaign with a focus on LinkedIn drove registrations for delegates to experience the full event through Celonis' dedicated virtual stream. With the (social) involvement of the whole company and steering via Celonis analytics, the campaign became a massive success story and the initial target of 10k registrations was surpassed by far.

The campaign launched with a blog post from Celonis CEO Alex Rinke that explained the reasons for going virtual. Sponsored Content targeted relevant job titles at key accounts with content aimed at triggering Fear Of Missing Out (FOMO). An always-on retargeting campaign shared more information about the event agenda with those who hadn't yet completed registration. As the event neared, Celonis added Message Ads, Sponsored Content for individual sessions that targeted particular audience segments, and a competition to win a Celosphere Live

viewing kit. In total more than 1,000 registrations were directly generated via LinkedIn activities alone.

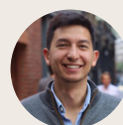
Another cornerstone of the outreach was the promotion of the separate individual sessions to the specific target personas. "Our strategy here was to go after those who would be intimidated by a full 3 day event series, and instead package out the relevant sessions in easily digestible bites. Here we went both vertically by industry and horizontally by persona for our targeting and while the volume wasn't as high as the general promotions, the prospects we brought in were super relevant to the sessions they joined thanks to the great targeting options in LinkedIn", says Gabe Turner, who leads the Digital Marketing team in North America.

During the event itself, Celonis amplified two hours-worth of key sessions each day via LinkedIn Live. This enabled sessions such as keynotes and product launches to reach a wider audience while driving further registrations and leads on the day itself.

"The promotional campaign achieved all of the targets that we needed for registrations with the Message Ads, in particular, driving remarkable results," says Babis Pavlakis from the Celonis Digital Marketing team. "We kept remarketing to people throughout the event and combining this with our LinkedIn Live coverage really amplified our impact on the day itself. It was surprising how many people even signed up at the day of the event."

The decision to stream key event sessions on LinkedIn Live enabled Celonis to reach an additional audience of 6,700 with an engagement rate of 4.5%, driving late registrations while delivering important additional benefits. "We wanted to provide an additional service to our followers on LinkedIn, and the notifications feature on LinkedIn Live meant that broadcasting our keynotes and product launches generated valuable extra reach," says Philip Behnke, Director of Social Media at Celonis.

"LinkedIn was the ideal promotional channel for Celosphere Live – we have a very high-quality following on the platform and streaming with LinkedIn Live helped us to achieve a truly exceptional event experience."



Benyi Heider

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