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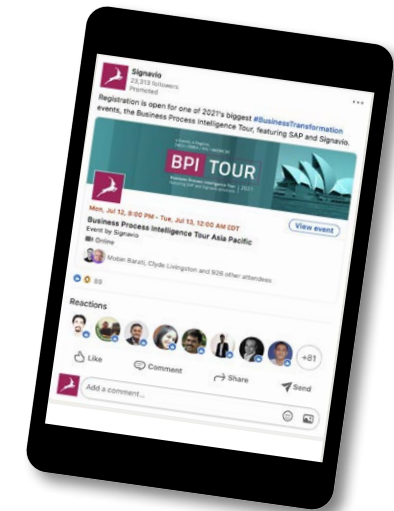
BPI TOUR

Business Process Intelligence Tour | 2021
featuring SAP and Signavio solutions

6-15 July – Register now!



Event Ads generate impressive registrations for Signavio's flagship event



Company profile:

Over 1.5 million users in more than 3,000 organisations worldwide rely on Signavio's unique offering to make process part of their DNA. With its powerful mining, modelling and automation capabilities, Signavio's business process transformation solution is a cloud-based management platform that enables organisations to understand, improve and transform all of their business processes faster than ever and at scale, providing new levels of business process speed and real-time intelligence. Its intelligent decision-making tools address digital transformation, operational excellence and customer centricity, placing them at the heart of the world's leading organisations. Signavio is now part of SAP.

The challenge: Generate 5,000+ event registrations in just four weeks

When it comes to standing out from the software crowd, events can make all the difference. For Signavio, signature events are not only valuable from a lead generation perspective, but for establishing the company as a thought leader in the business process transformation space.

With ambitious registration goals set for its flagship event "Business Process Intelligence Tour" and a shorter than usual timeframe to promote the event, Signavio needed to find a way to hit its targets and get people through the door while ensuring an efficient use of budget.

The solution: Provide a compelling call to action with Event Ads

Having already used LinkedIn Event Ads to promote its webinars, Signavio recognised that the format provided a direct and effective touchpoint for potential attendees.

Instead of bombarding audiences with an overload of information, the ads enabled Signavio to summarise key event details in the simplest way possible.

The ease and accessibility of the Event Ad format also meant that rather than sending people off-platform to sign-up, they could express their interest in a couple of clicks, with autofill helping to streamline the process further. This ultimately prompted more attendees to register and enabled Signavio to quickly boost numbers in a cost-effective way.

Why use LinkedIn?

By leveraging LinkedIn’s audience segmentation tools alongside Event Ads, Signavio was able to target a defined audience and reach and engage key decision-makers, which in turn led to high-value conversions further down the pipeline.

Targeting was key to connecting with those most likely to interact and buy its product offering, and by getting its Event Ads in front of the right people, Signavio was able to generate higher engagement rates. Nurturing registrants with post-event follow-up content, such as requesting a demo, was also instrumental in generating sales qualified leads.

LinkedIn products used:

- Event Ads



Results: Engaging with Event Ads sparked a significant registration boost

Using Event Ads enabled Signavio to create a buzz around its signature event, helping to fuel interest and brand awareness in the first instance as well as generate and nurture leads. That’s because by engaging with Signavio’s event, prospects could better understand the value of its offering, leading to future conversions.

The direct, straightforward nature of the format was also instrumental in achieving the company’s registration targets in a limited timeframe.

Ultimately, Events Ads have enabled Signavio to generate some encouraging results:



Of the **5000+** sign-ups generated, nearly half of these came from **LinkedIn Event Ads**



Event Ads created a significant down-funnel impact in terms of **new opportunities** for Signavio



LinkedIn Events enabled us to rapidly scale event promotion while maintaining efficiency of spend. It's a product that is already delivering results and holds a lot of promise."

| Jonathan Unger, Global Director Digital Marketing, Signavio

