

“LinkedIn has been able to reach the right audience for us, because we’re reaching the right decision makers within the accounts that we care about the most.”



Suma Warriar

Manager, Customer Acquisition and Personalization, ServiceNow

servicenow™

Location

Santa Clara, CA

No. of Employees

5,001-10,000

Industry

Computer Software

ServiceNow Aces Account-Based Marketing on LinkedIn

CHALLENGES

ServiceNow, which offers an enterprise work automation solution, had adopted an account-based marketing approach and needed the right tools to execute focused and highly targeted campaigns. In previous efforts, they were finding it difficult to reach key individuals. “In B2B business it’s all about leads coming in, but the leads are worthless if you’re not getting to the right decision makers,” says Suma Warriar, Manager of Digital Acquisition and Personalization.

CAMPAIGN APPROACH

In support of its ABM strategy, ServiceNow utilized LinkedIn’s robust targeting capabilities to deliver content to niche decision makers within select accounts. “We haven’t seen any other solution that is able to give us that level of targeting,” says Warriar. Upon noticing that a high percentage of LinkedIn traffic was coming via mobile, ServiceNow also integrated Lead Gen Forms into its campaigns.

RESULTS

After running some test pilots through the platform, ServiceNow saw stellar outcomes, including a nearly 100% improvement in form-fills with the incorporation of Lead Gen Forms. Most important, Warriar believes, is that she can look at analytics and be assured the right job titles and seniority levels are engaging with ServiceNow’s content. This success has led the marketing team to nearly triple its LinkedIn budget from the previous year.