

LinkedIn helps Thoughtworks  
Read the audience right  
Broaden relevance  
Build readership



## ThoughtWorks®

Location: Chicago, U.S. | No. of Employees: 7000+ | Industry: Software



Building readership for a new executive publication is not a simple task. With LinkedIn we were able to laser focus our targeting efforts and generate a remarkable volume of quality leads.

**Natalie Drucker**  
Global Head of Digital - Marketing

## Amplifying Thought Leadership

As a believer of 'knowledge for all,' ThoughtWorks, a global software consultancy has been sharing its learnings on innovative approaches, cutting edge technology, and the tech principles from around the world for over 25 years now.

ThoughtWorks noticed a growing interest from executives wanting to move beyond the theoretical jargon surrounding most technical trends, to really understand how to build their digital capabilities in these areas. ThoughtWorks’ digital publication, Perspectives, provides a distinctive voice that connects business strategy and technology to practical, actionable advice.

Over the last 18 months, ThoughtWorks sought to build readership for their new publication Perspectives. LinkedIn advertising was the perfect platform to promote the new publication, and accompanying subscription.



### Situation

- ThoughtWorks uses technology to solve its clients' toughest challenges. One of their approaches for turning strategy into executable outcomes for clients is through the production of actionable thought leadership publications. To have a real impact, they needed to cut through the noisy clutter landscape to reach the time-poor executive audience.
- Whilst their previous publications appealed to technology practitioners, they recognised that there was an opportunity to bridge the gap between tech and business and create additional value for executives. They created 'Perspectives,' a new digital publication designed for business and technology leaders



### Solution

- ThoughtWorks executed a holistic content strategy, creating pragmatic content across a variety of topics to resonate with executives who are trying to make their mark in the fast-paced digital landscape.
- To reach the executive audience and build Perspectives readership, they used LinkedIn’s Audience Targeting by combining Job Titles and Company Names. Then, they consistently engaged the audience with relevant and actionable content to get their attention.
- Once they established themselves as a straight-talking publication that provides practical advice, they used LinkedIn’s Lead Gen Forms to deliver quality leads.



## Results

- We have grown the total number of subscribers to 7905.
- In just 9 editions, ThoughtWorks acquired over 1163 marketing qualified leads
- The average cost per lead delivered to ThoughtWorks was \$42.25, which is half of the market average
- With a test and learn approach building from past campaigns learnings, LinkedIn ads promoting a recent edition helped generate over 400 leads at just \$15.76 per lead. This is 66% of the total leads that were generated to date
- All editions received above-average CTRs, ranging from 1% to 2.61%
- Alongside increased reach within focus accounts, new relationships with other functions and business units opened up

# 20x

more leads than other platforms combined

# 90%

of marketing qualified leads were acquired through LinkedIn

## How they did it:

ThoughtWorks' used LinkedIn's Audience Targeting Strategy to promote Perspectives and targeted audience in their focus accounts based on roles and titles

By researching the right set of keywords, they drove Intent-based Search Results. This way, they found the audience resonated with the topics of each publication, driving a stronger quality and quantity of leads.

But the ThoughtWorks team didn't stop there. They also optimised their social strategy regularly by integrating their targeting and content plan to achieve maximum results.

**ThoughtWorks**  
309,600 followers  
Promoted

Success is no longer just about who's able to build the technology, or who's first to market, but about building a quality digital experience for customers. Edition 6 of Perspectives explores how.

**PERSPECTIVES**

*Product lifecycle from solution fit to scale*

**Value**  
problem solution fit

**Growth**  
product market fit

**Scale**  
up and out

**Product thinking | Perspectives Edition #6 | ThoughtWorks**  
thoughtworks.com

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"The Perspectives campaign has been one of our most successful campaigns, with our subscribers and engagement continuing to grow with every new edition. By the end of Q1, we had already surpassed our yearly objective of having 75% of our top accounts subscribed to the publication!"

**Kimberly Boyd**  
Global Head of Customer Marketing