

Ready to do business

# How ThoughtWorks Built Readership Amongst 75% of Top Accounts



## Challenge

The growing need for executives to build their digital capabilities allowed ThoughtWorks the opportunity to expand its thought leadership. ThoughtWorks' digital publication, *Perspectives*, delivers practical, actionable advice to such executives.

To build readership for *Perspectives*, ThoughtWorks had to break through the noisy content landscape. They needed a social strategy to generate awareness, search intent and lead generation. They turned to LinkedIn to promote the thought leadership content.



## ThoughtWorks®

Since its founding 25 years ago, ThoughtWorks has grown from a small team in Chicago to a leading global software consultancy of more than 7,000 employees.

With roots in custom systems and agile software delivery, they're at the forefront of defining the tech principles used by some of the world's most successful organizations.

**Headquarters:** Chicago, IL  
**Industry:** Software  
**# of employees:** 7,225



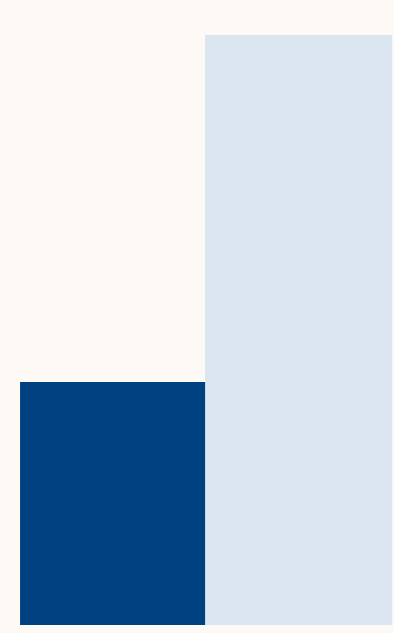
## Solution

To promote its thought leadership content, ThoughtWorks:

- Used **LinkedIn Audience Targeting** to attract audiences based on job roles and company titles
- Looked at **search intent** to discover prospects' topics of interest — to guide future content and nurture stronger-quality leads
- Used **LinkedIn Lead Gen Forms** to generate leads — as established thought leaders with actionable advice to offer

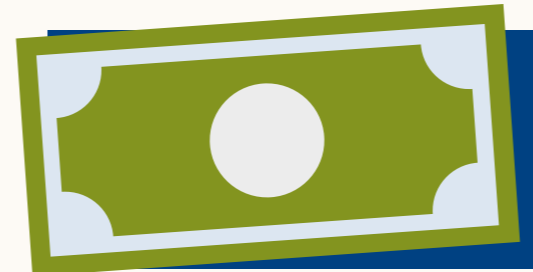


## Results



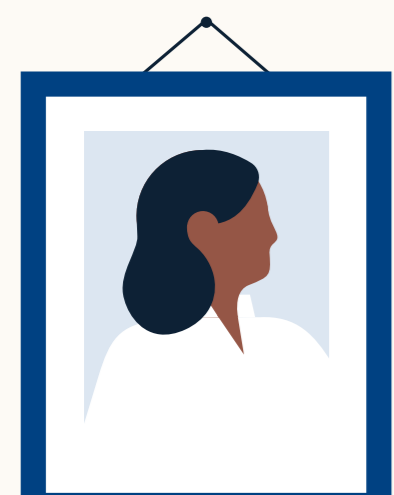
# 20x

more leads than all other platforms combined



# \$42.25

avg. cost per lead, half of the market average



# 90%

of marketing qualified leads acquired through LinkedIn



# 1% - 2.61%

All publications received above-average CTRs

With a test-and-learn approach from past campaigns learnings, LinkedIn ads generated:

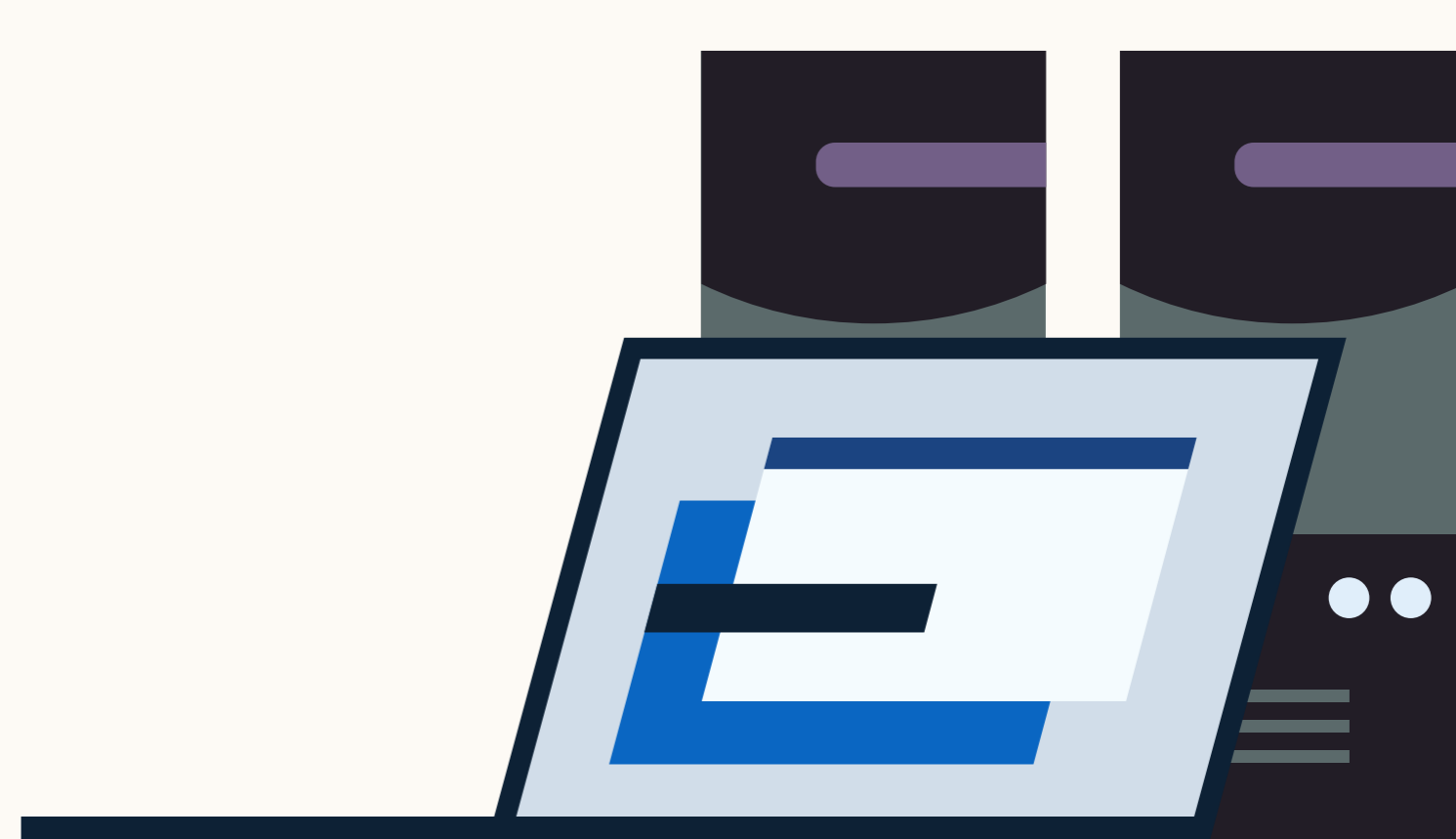
## 400+ leads

at just

## \$15.76 per lead

(66% of the total leads generated to date)

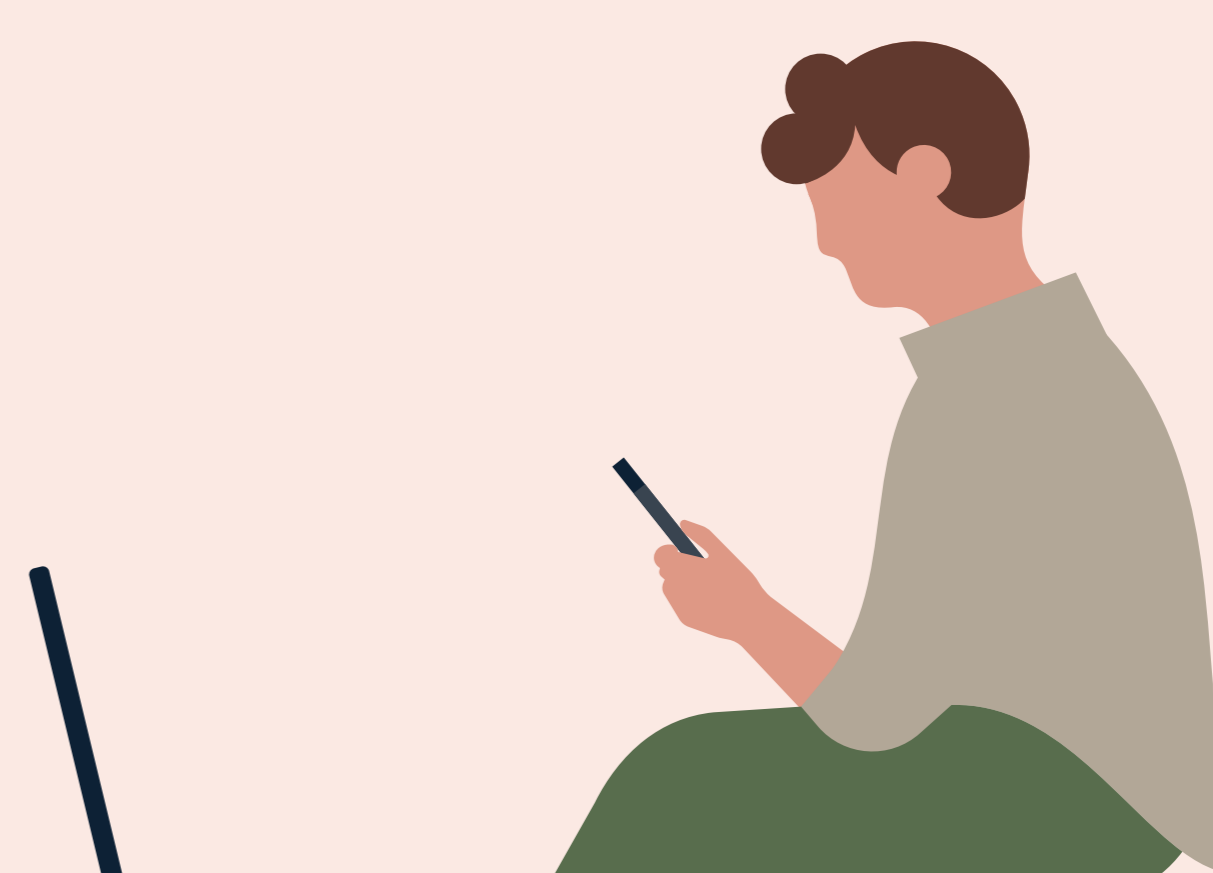
Where ThoughtWorks increased reach within focus accounts, new relationship avenues with other functions and business units also opened up.



Building readership for a new executive publication is not easy, particularly because there's a lot of valuable content out there. 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  
ThoughtWorks



Ready to do business

Reach buyers, drive engagement, and build trust with your key audience on LinkedIn.

[Learn more](#)

