

Atlassian partners with LinkedIn to drive 3.6X return on ad spend on LinkedIn while using Enhanced Measurement Strategies

LinkedIn Ads



Region: Global
No of Employees: 10k+
Industry: Software Dev.

CSM: Eve Lombardi
GQE: Nicole Frimmel

Atlassian measures to win:

LinkedIn helps Atlassian evolve their measurement and ROI strategy to show and attribute value to campaigns.

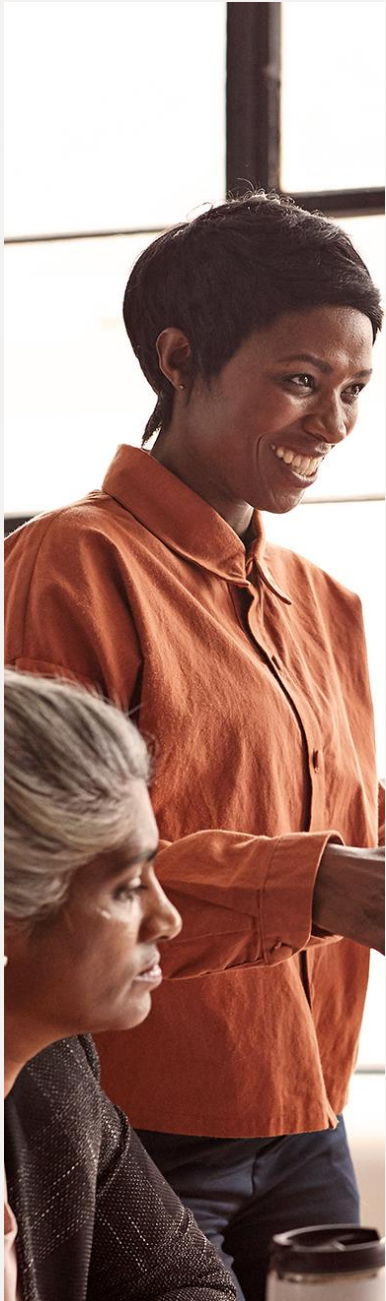
What marketing challenge was Atlassian solving for by partnering with LinkedIn?

- Atlassian cares about deep funnel metrics for users such as Free Trial Signups, Logins, and Converting from Free to Paid
- The team wanted to improve their ABM strategy and improve campaigns. This would enable the team to have the best content and opportunities for customers to learn about new products features, live events, and generate leads.

What measurement challenges and goals were Atlassian's marketing team solving for?

- The goal at Atlassian was to be a leading expert in the paid space and share wins across various efforts and across different groups in helping improve their measurement capabilities.
- Atlassian during a time of business changes and macro shifts, wanted to ensure they were only investing in ad platforms, products, and campaigns that are driving a significant return on marketing spend.
- The team was looking for a partner that could help them shape their long-term marketing strategy.





Meet Atlassian

Atlassian is a collaboration software company working to unleash the potential of all teams. Atlassian software like Jira, Confluence, and Loom enable teams to work effectively and excel together to accomplish what work otherwise be impossible alone.

Explore The Journey:

The Context for the Success

The Atlassian marketing team is committed to innovation and adaptability, continually meeting evolving customer needs. They aim to highlight successes across their campaigns and demonstrate expertise as a leading project management solution provider. .

Tying back the success to the values of the company

- Atlassian’s core values of “be the change you seek” drives their proactive approach to testing various strategies and products, fostering a culture of ongoing learning, innovation, and adaptation to what truly works.
- The marketing team remains a pivotal thought leader within the organization, leveraging acquired insights to shape strategies effectively.



“LinkedIn is one of those critical partners that enables us to find the right tactics, strategies, and allows us to be open to new ideas we haven’t considered in the past.”

- Steven Barillas, ABM Manager @ Atlassian



Atlassian uses a diverse approach to measurement:

Atlassian goes all in with LinkedIn measurement solutions with the help of LinkedIn's new Measurement Maturity Index and sees a 51% increase in ROI.

MMI (Measurement Maturity Index) New!

- The Measurement Maturity Index tool helps customers collect, store, and monitor, and evaluate your measurement maturity.
- A customer's measurement maturity is calculated using inputs related to their measurement technology, methodologies, strategy, and relationships.

Atlassian puts MMI to work

- Atlassian used the MMI tool to identify what they could do to enhance their measurement strategy.
- The results of for Atlassian showed that they should specifically invest in CAPI, Advanced Insights and Dynamic UTMs.
- The Atlassian marketing team decided to approach each feature one at a time to ensure they had the right resources to complete each project completely.

Atlassian's MMI Score soars +17

- The MMI results suggested that Atlassian should prioritize 3 essential pillars: reporting, signals, and insights.
- Through the implementation of diverse strategies as well as CAPI and Advanced Insights through Clean Room, Atlassian witnessed significant improvement in their score.
- While addressing reporting the team began to understand performance and the effectiveness of ads.
- Acting on insights the team started to understand content and audience intelligence from their LinkedIn ads.

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CAPI and Dynamic UTMs

- While using CAPI the team can now optimize toward the events they care about with CAPI, increase Attribution back to LinkedIn with Dynamic UTMs.
- By optimizing toward these deeper metrics, Atlassian was able to reach the correct customers and secure more valuable actions that will result in higher ROI

“The different product offerings that LinkedIn has created, helped paint a better picture of our coverage of impact across various motions.”

- Steven Barillas, ABM Manager @ Atlassian



Advanced Insights powered by LiveRamp's Clean Room Technology

- Before linking Atlassian's CRM to LinkedIn campaign data, Atlassian could not paint the full picture of LinkedIn campaign effects on the deep funnel metrics they care about.
- Atlassian's direct CRM to LinkedIn connection through Advanced Insights safeguards them against 3rd party cookie loss that will continue to occur in the industry.
- Advanced Insights allows the team to close gaps that traditionally occur between campaigns and deep funnel results. It is helping them paint a complete picture of the customer journey that last touch attribution cannot capture.
- Ultimately giving the team insights into how people are engaging, how the team can improve and drive better marketing programs.