

How Screen Cloud improved LinkedIn ROAS by 2.6x with Dreamdata





Location: London, UK | No. of Employees: 120 | Annual Revenue: \$20M | Industry: Digital Signage | Customer Base: 10,000

ScreenCloud is the market leader in helping organisations to empower their deskless workers with the information they need, when they need it, to make informed, data-driven decisions, through screens that communicate. Their cloud-based digital signage platform is used by over 10,000+ organisations, and powers over 100,000, globally, helping their customers to increase employee engagement, enhance productivity, and drive operational efficiencies, all through the screens on their walls.



Challenges

Longer Sales Cycles due to COVID-19

Covid changed their customer base from predominantly smaller, quick-serve restaurants, to larger companies, in deskless industries like manufacturing, logistics and transportation, this ultimately led to longer sales cycles, higher Average Contract Values (ACVs), and the involvement of more decision-makers and influencers.

Changing go-to-market approach

ScreenCloud needed to transition from a product-led growth model to a sales-led growth model.

Growing need for customer journey insights

ScreenCloud lacked visibility into long and complex buyer journeys, and faced the challenge of attributing marketing efforts to both influencing pipeline and revenue.

Ambiguity in their paid ads

Despite bringing all paid media inhouse, they were struggling to understand the true performance of their paid advertising initiatives, and how to measure their ROAs, against influencing pipeline and revenue for the business.

Accurately reporting to C-Suite

Without real insights into how paid media efforts were contributing to pipeline and revenue targets, it was becoming increasingly challenging to maintain C-Level support for the level of paid media investment.

"Whilst we were able to use selfattribution and manual reporting, this was nowhere near comprehensive enough for us to validate our hypothesis on how our ROAS was contributing to Marketing's pipeline coverage and revenue targets."

Luke Farrugia

VP of Marketing ScreenCloud

Solution

As an official LinkedIn Marketing partner, the integration between Dreamdata and LinkedIn Ads provides customers with a view into what's driving pipeline and revenue, providing ScreenCloud with a comprehensive solution:

Unified Account-based Data

With the help of Dreamdata, ScreenCloud was finally able to collect, transform and model all their B2B go-to-market data in one place.

Impact and influence of LinkedIn Ads

Dreamdata offered clear insights into the direct impact of LinkedIn advertising on ScreenCloud's customer engagement, pipeline and revenue through the Return on Ad Spend performance report.

Comprehensive LinkedIn engagement analytics

The LinkedIn engagements report allows ScreenCloud to visualise who is interacting with their LinkedIn Ads and campaigns to ensure they are targeting relevant accounts.

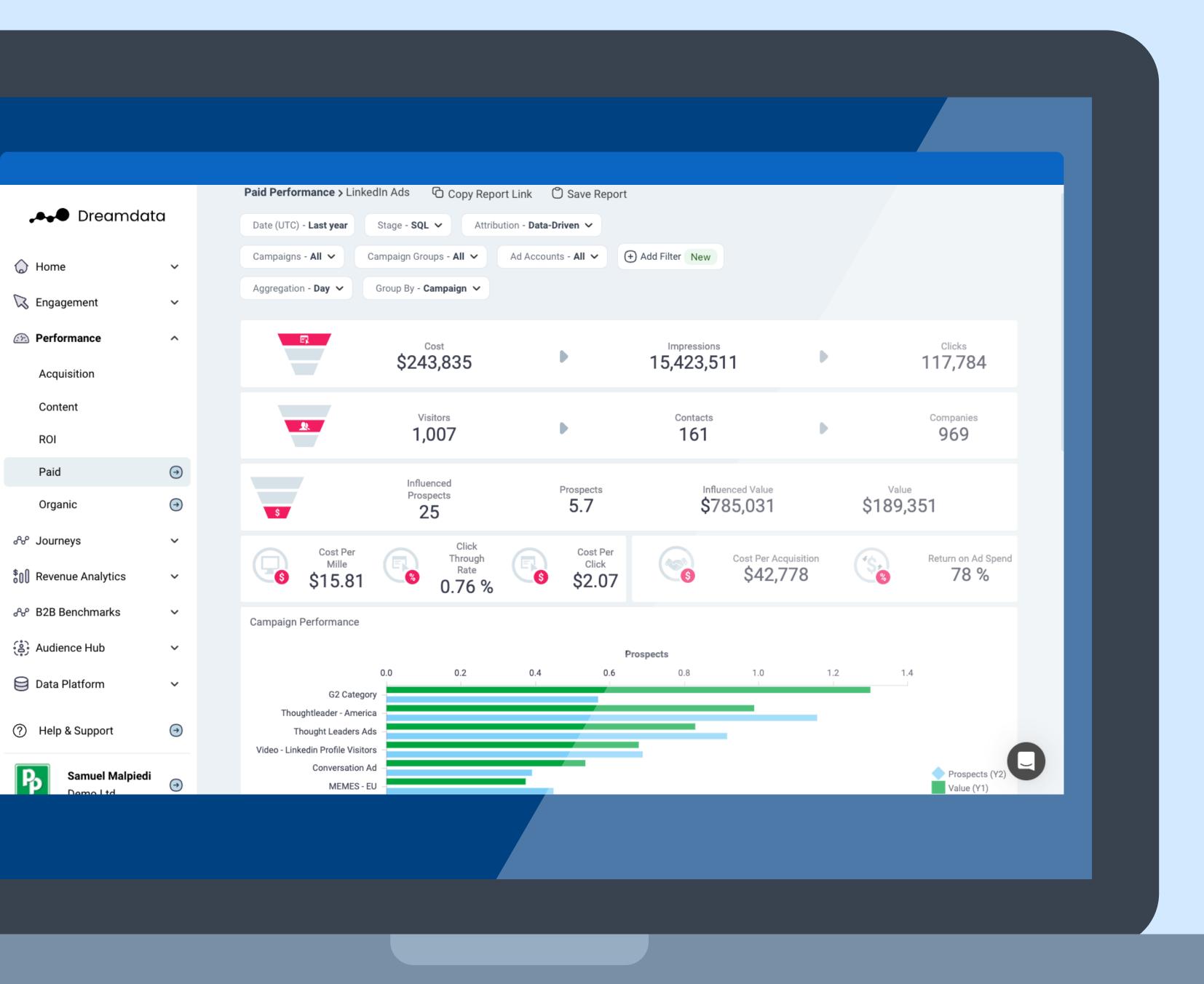
"Using Dreamdata really helped us understand the impact and influence of LinkedIn Ads on deals."



"The insights that we get from Dreamdata's functionality around LinkedIn engagements allow us to start painting a picture of how something is performing in a much more visual way than otherwise possible... We were now able to look at those LinkedIn engagement metrics as key performance indicators of stuff working, but also learn about the stuff that didn't work. That was super important for us because we could then start building more trust in our paid media."

Luke Farrugia
VP of Marketing
ScreenCloud





Increased LinkedIn Ad efficiency by 2.6x

LinkedIn-driven win rates

ScreenCloud reported a **61% close rate** on opportunities where LinkedIn had influenced the deal.

Revenue attributed to LinkedIn

ScreenCloud's return on ad spend, for LinkedIn, increased over 400% in the past 14 months.

Uncovered hidden Linkedin Ads engagement

With the LinkedIn ads engagement report, Dreamdata revealed a significant number of business interactions behind ScreenCloud's LinkedIn ads, enabling them to identify new target account buying intent.

Restored trust in Paid Ads

Dreamdata's insights into the direct impact of LinkedIn Ads on pipeline and revenue meant that ScreenCloud could start trusting their paid media again and confidently share results with C-suite to ensure continuous funding and growth.

"We've begun using the insights from Dreamdata to iterate and optimise how we use LinkedIn more effectively to support our pipeline and revenue objectives. As a result, we've seen our ROAS from LinkedIn increase incrementally month-on-month by approximately 30%, and by over 400%, over the last 14 months!"

Luke Farrugia

VP of Marketing ScreenCloud

Conclusion



ScreenCloud's partnership with Dreamdata marked a significant turning point in their marketing and sales strategies. By leveraging Dreamdata's insights into LinkedIn Ads, ScreenCloud not only overcame the challenges posed by a changing business environment but were also able to optimise their efforts, leading to tangible improvements in revenue and pipeline as well as reporting.

"There are lots of positive indications that the work Dreamdata has done with LinkedIn is giving us the insights to enable my team to continue receiving the budget we need for building success on LinkedIn."

Luke Farrugia

VP of Marketing ScreenCloud

