

Connecting to growth

Freshworks supercharges brand reach and fast-tracks growth into the US with LinkedIn's Connected TV ads



Industry: Software Development

No. of Employees 5,001-10,000

Headquarters: California, USA

Freshworks Inc. and their flagship brands Freshservice and Freshdesk provides people-first, AI service software that organizations use to deliver exceptional customer and employee experiences.

Born in India but operating internationally from day one, the company's global growth ambitions is fuelling deeper expansion in the US where Freshworks has uncovered a large total addressable market.

Confident that there are ample opportunities for growth, including significant potential to acquire new customers, increase annual revenue and grow transaction value, Freshworks has been doubling down on marketing in the US with LinkedIn.

For the company, sustainable growth in the US requires a fine balance between investing in long-term brand awareness and securing short-term revenue.

Freshworks supercharged its demand generation strategy in the US by adding Connected TV (CTV) ads to its video marketing campaign, upon the suggestion of media agency Transmission.

This exponentially scaled its reach among US audiences that fit its ideal customer profiles and created greater awareness and engagement that Freshworks is leveraging to funnel demand towards better conversion outcomes.

THE RESULTS

Freshworks' CTV campaign in the US generated:

1.5M impressions

500k+ targeted reach

60% of viewers fit Ideal Customer Profile



THE CHALLENGE

To support expansion in the US, Freshworks needed to build brand awareness and nurture brand trust while ensuring that its top-of-funnel investments contribute to bottom-of-funnel conversion goals.

THE SOLUTION

Freshworks refined its demand generation strategy on LinkedIn by extending its video marketing to include Connected TV (CTV) ads to scale targeted reach with ease.

• Targeted reach, amplified

Through CTV ads, Freshworks was able to engage its Ideal Customer Profiles outside a formal environment. This complemented its in-feed activity while extending its reach and frequency. Leveraging Transmissions' expertise in title-based targeting on LinkedIn, Freshworks was able to serve its CTV ads to a well-defined list of ideal customer profiles. Transmission also supported Freshworks with a custom CTV blocklist to help the company scale impactful engagement in brand-safe environments.

• Compelling creatives, adapted

For CTV ads, Freshworks repurposed its existing video ads for large-screen and lean-back viewing. While its winning video formula of integrating powerful storytelling with data-driven insights to resonate with audiences on both an emotional and rational level remained relevant for CTV ads, Freshworks adopted a test-and-learn mindset. This led to the discovery that 15-30 second CTV ads were optimal for driving view-through rate, building deeper connections and maximizing campaign impact.

THE FUTURE

Freshwork's expansion deeper into the US, and across the globe, continues with LinkedIn as a preferred partner. The company continues to be committed to deepening their understanding of audiences in each market, engaging meaningfully, and allowing its brand to evolve in a manner that feels organic to their target audience.



"We believe that succeeding in global markets requires aligning our brand with local insights, tailoring our messaging, and selecting the optimal medium to reach and engage audience effectively.

Adding CTV ads to our LinkedIn campaigns has significantly scaled our reach in the US, enabling us to engage 500,000+ audiences, 60% of whom fit our Ideal Customer Profiles. We've been able to generate valuable brand awareness that we're funnelling towards quality conversions."



Stephen Root
Vice President,
Brand & Integrated Campaigns
Freshworks Inc



Visit marketing.linkedin.com to get started.

