



Salesforce expands reach and increases pipeline for Dreamforce with LinkedIn's precise targeting and new Live Event Ad Features

LinkedIn Ads



Region: Global
No of Employees: 75K+
Industry: Software Dev.



CSM: Melissa Watson
GCE: Mariel Kelly
GCD: Nick Maalouf

Salesforce wins big:

LinkedIn collaborates with Salesforce to evolve LinkedIn Live Event Ad features and increase attendance, viewership, and engagement!

What marketing challenge was Salesforce solving for through this new events strategy?

- Balancing the need to achieve maximum number of views possible, while also reaching a qualified audience that would be meaningfully engaged
- Growing Salesforce's marketing pipeline and reaching whitespace accounts

What audience was Salesforce trying to reach and how did LinkedIn help?

- Salesforce turned to LinkedIn as a marquee partner to leverage its strong 1st party data and segmentation capabilities to reach Business Decision Makers and AI-interested audiences
- Salesforce leveraged their Data Cloud and Marketing Cloud to identify CRM audiences to target within LinkedIn. Now, with the new LinkedIn and Data Cloud collaboration, customers of both companies can take advantage of the direct connection between Data Cloud and LinkedIn's Campaign Manager tool to build more relevant ad campaigns
- LinkedIn offered Salesforce a platform to create a global marketing approach to reach their qualified audiences. All touchpoints were working in concert with the LinkedIn Live Event Ad (pre, during, post event support coupled with Thought Leader Ads)



Salesforce wins big:

A 30% cost reduction drove direct sales impact and a repeatable event activation strategy with LinkedIn

Impact and Future of the Collaboration

- The holistic approach not only maximized viewership amongst a qualified audience, but also drove direct impact on sales: connection request (up 24%) & InMail acceptance (up 52%) amongst those who interacted with the campaigns.
- Salesforce is interested in iterating on the Dreamforce activation (combination of Live Event Ads, Accelerated Delivery, Thought Leader Ads and the new event view-retargeting) for all events moving forward!
- Salesforce and LinkedIn’s engagement continues to deepen with the new, direct connection between Data Cloud and LinkedIn, allowing for up-to-date data for precision targeting.



Dreamforce Success Metrics*

Volume of Viewership:

3.4M Views

Scroll Views:

2.5M+

Cost per 5min+ Viewer*:

30%

cheaper than the outlined cost goal

5min+ Viewers:

46.5K+

*Actual % reduction of cost per 5+min Viewer was rounded up from 28.7%
 *Source: 2023 Salesforce Dreamforce LinkedIn media investment performance



Meet Salesforce

Salesforce is a cloud-based CRM software. It helps companies find more prospects, close more deals, and connect with customers in a whole new way, so they can provide them with amazing service at scale.

Explore The Journey:

The Context for the Success

Salesforce was a first to market tester of the LinkedIn Live organic product at its release and has continued that trend being one of the first to leverage LinkedIn Live Event Ads. Salesforce and LinkedIn teams created a 5-event test plan in CY23 informed by priorities from Salesforce leadership.

The teams iterated the strategy with each event and adopted new features as the beta developed. This all came together at the Salesforce tentpole event, Dreamforce and incredible results ensued.

Salesforce Champions for a Holistic Events Strategy via Live Event Ad Features

- LinkedIn's champion at Salesforce, Violet Lumani, Sr. Director of Demand Generation partnered closely with Suhani Cheng, Sr. Manager, Digital Marketing to seize the opportunity to think outside the box and drive never-before-seen results.
- LinkedIn campaign activation touched over 53% of total PitR* associated with Dreamforce (\$ in the billions)