



Doubling Down on Global Demand

Templafy supercharges marketing-sourced revenue on LinkedIn across the UK, US, Nordics and Germany



Templafy

Industry: Software Development

No. of Employees: 201-500

Headquarters: New York, USA

Templafy is the next-gen document generation platform that automates documents to remove risk and increase efficiency. Founded in Denmark, it now serves over 800 customer organisations around the world from its shared headquarters in Copenhagen and New York.

To better support its international expansion plans, Templafy needed a more robust marketing engine. It set out to restore marketing as a significant contributor to revenue with a complete revamp of its full-funnel marketing strategy on LinkedIn.

This started with stronger sales and marketing alignment, which saw Templafy's marketing team significantly

reducing their target audience to focus on the same accounts and Ideal Customer Profiles (ICP) as its sales team. This led to the crystallisation of the United Kingdom (UK), United States (US), the Nordics and Germany as the company's priority international markets.

This renewed targeting strategy was paired with more tailored marketing messages and a bolder ad creative approach courtesy of its advertising agency, Sparkforce.

By doing so, Templafy successfully supercharged marketing-sourced revenue across its priority markets, recording an 81% year-on-year growth in pipeline generation and a 1.2x return on ad spend.

THE RESULTS

By refocusing its targeting strategy to priority international markets, tailoring its marketing messages and revamping its ad creatives, Templafy achieved:

+81% growth in pipeline generation, year-on-year

-46% decrease in Cost per Opportunity

1.2x Return on ad spend

Its full-funnel marketing approach supported top- and mid-funnel nurture, which saw increased brand awareness and audience engagement.

+30% increase in branded search

+14% increase in direct traffic

+61% increase in webinar and event sign-ups

THE CHALLENGE

To support Templafy's international growth ambitions by building a robust marketing engine on LinkedIn and restoring marketing as a significant contributor to new business revenue.

THE SOLUTION

Templafy set out to revamp its full-funnel marketing strategy on LinkedIn with a more focused approach.

Targeted audience strategy

Templafy strengthened sales and marketing alignment to ensure that its marketing dollars were spent on the accounts and personas that mattered to its sales team. In addition to precisely translating its ICP into LinkedIn targeting facets for its always-on campaigns, Templafy also imported saved leads from LinkedIn Sales Navigator and dynamic lists from a third-party integration with DemandBase to run highly-targeted, account-based marketing campaigns.

Tailored ad content and creatives

Templafy's ad creatives were also overhauled, with an emphasis on a bolder visual and emotional identity. Its ad creatives started to carry tailored messaging that spoke directly to its audience personas about specific business use-cases that they would be interested in. Templafy invested in extensive A/B testing and studied leading indicators like impressions, video views, clicks and more for immediate feedback on what was working. Using these learnings as optimisation levers to improve campaign performance, the company saw an overall increase in ICP leads and higher quality marketing qualified leads.

Templafy's focused, full-funnel marketing strategy on LinkedIn has powered the company's 81% year-on-year increase in pipeline generation. Its LinkedIn Ads campaigns have also contributed to an overall uplift in audience awareness and engagement in its priority markets, with a 30% increase in branded search, 14% increase in direct traffic, as well as 61% increase in webinar and event sign-ups.

THE FUTURE

With a proven international marketing engine on LinkedIn, as a next step, Templafy intends to invest in greater localisation to further establish itself in the UK, US, the Nordics and Germany.



"LinkedIn is the best platform to reach our Ideal Customer Profile with more focused and high frequency tactics. We've earned not just high-quality leads and positive returns, but also improved knowledge of our audiences that will serve us well as we continue to grow the business internationally."



Stefan R.M. Jensen

Vice President, Global Demand & Growth Marketing, Templafy



Another way Templafy leverages LinkedIn is by co-communicating topics, themes and events with partners like Microsoft, Frontify and VIM Group. By referring to each other's marketing content, they can increase reach and deepen audience traction.



Get the productivity gains of document automation without ever leaving Office. See how Templafy integrates with Microsoft Copilot.

By combining the power of GenAI with Templafy's intelligent template management system, you can streamline your document creation process and ensure compliance with ease.



Transform your Document Creation Process with Advanced GenAI Integration

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