

Customer advocacy, captured on camera

How Smokeball Australia earned 186% growth in Return on Ad Spend (ROAS) by promoting customer video testimonials using Thought Leader Ads



Industry: Software Development

No. of Employees: 51-200

Headquarters: Sydney, Australia

“Most B2B companies still aren’t using video, especially not for testimonials, which creates a huge opportunity for those who do.

Video formats are far more engaging and impactful than the written word. Serve them as Thought Leader Ads and they become even more compelling — because when prospects see their peers endorsing our solution, they’re more likely to adopt it themselves.”



Christopher Chow
Head of Growth Marketing
Smokeball Australia

Challenge

As a fast-growing legal tech company, Smokeball Australia needed to grow brand mental availability among prospective customers.

Mental availability contributes to short-term revenue by nudging ready prospects towards conversion while supporting long-term growth by keeping the brand top-of-mind for future buyers.

With LinkedIn already being a core pillar of Smokeball’s B2B marketing strategy, the challenge was to develop a brand campaign that was engaging, impactful and memorable.

Having seen success with written customer testimonials in the past, Smokeball evolved their approach by pairing video testimonials with [Thought Leader Ads](#) — a powerful combination of trusted voices, peer influence and visual storytelling.



Solution

Smokeball invited the two co-founders of property law firm Empire Legal to feature in the video, strategically identifying [George Sourris](#), a technology enthusiast, to showcase Smokeball's AI capabilities, and [Abi Wright](#) to highlight their award-winning, Australia-based support and onboarding experience.

Together, they produced a three-minute video. This was cut down into 30-second clips that George and Abi were invited to post on their LinkedIn Page.

Smokeball then promoted these posts as Thought Leader Ads, using [Matched Audiences](#) to ensure that they reached the right audience at scale.

Compared to an earlier video campaign which featured the same videos, the Thought Leader Ad campaign performed significantly better with twice the view rate, half the cost per view and 8.7x higher completion rate.

From LinkedIn's [revenue attribution report](#), Smokeball also saw how the Thought Leader Ad campaign directly accelerated revenue and pipeline, contributing to an impressive 186% increase in Return on Ad Spend (ROAS).

"Compared to a whitepaper or ebook, videos require more planning but the end result is far more powerful," said Christopher Chow, Head of Growth Marketing, Smokeball Australia.

"Working on this video testimonial with the customer also allowed us to strengthen our in-person connection with them, while uncovering valuable insights into how they use our products."

To maximise mileage from the video, Smokeball created multiple formats (both horizontal and vertical) and a variety of cutdowns centred on different ways Smokeball has made Empire Legal more productive.

They also translated the video content to other content formats including blogs, written case studies and sales assets.

"A common concern I hear from other B2B marketers is that LinkedIn Ads are too expensive. When I tell them the secret is to run video campaigns, they are often surprised at how cost-effective it can be," said Christopher. "More importantly, of course, is that videos work. And videos served from a trusted voice via Thought Leader Ads? Even more so."

Results

Compared to a video ad campaign that featured the same videos, Smokeball's Thought Leader Ad campaign produced:

2x	8.7x
video view rate	video completion rate
-50%	186%
cost per view	increase in Return on Ad Spend (ROAS)

