



# Talking simulation helps decision-makers visualise new ways of working



The decision on when and how to use simulation software doesn't sit with engineers alone. As a leader in the category, Dassault Systèmes saw the opportunity in broadening engagement with its solutions. Hosting a series of Simulation Talks as LinkedIn Events enabled it to engage a wider audience, start conversations with decision-makers and end-users, and generate high-quality leads for sales. Using the events as the starting point for nurture campaigns generated over 260 sales qualified leads at a cost per lead (CPL) 52% below benchmark.

## The Challenge

- Broaden awareness of the role cloud-based simulation software can play for businesses
- Start conversations with decision-makers
- Generate qualified leads for sales

## Why LinkedIn?

- Combination of LinkedIn Live and LinkedIn Events to create a sense of community
- Retargeting options to nurture leads, without asking them for details first and keeping the same known environment
- Range of advertising formats giving decision-makers different opportunities to engage

## The Solution

- Simulation Talks series with third-party experts discussing how to apply simulations
- Topics included collaborative simulation, integrating simulation into design workflows, the advantages of cloud-based simulation software as well as a product portfolio introduction
- LinkedIn Event format for all talks, with Event Ads, InMail and Message Ads driving registrations
- Retargeting with Conversation Ads, Sponsored Content, Carousels and LinkedIn Lead Gen Forms

## Results

**+200** registrations for each event generated by Event Ads at a cost per registration of €8.9

**46%** of show rate, the events generated over 240 views on average

**+260** sales qualified leads as a result of Nurturing those engaging with the campaign; at a cost per lead (CPL) 52% below the tech industry benchmark

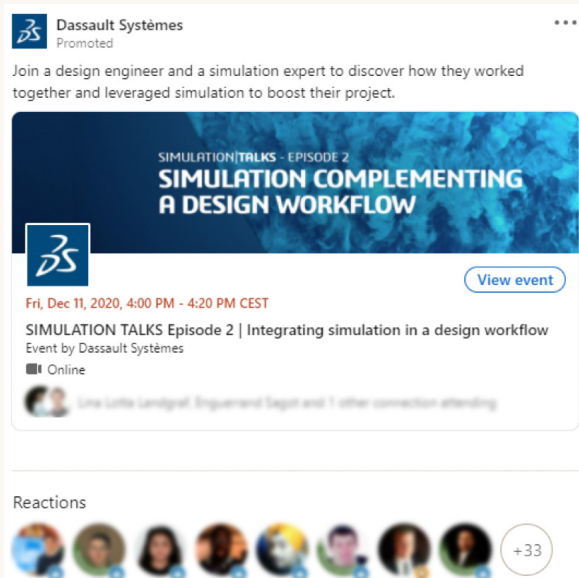
Simulation Talks helped explore the business challenges that Dassault Systèmes' simulation software on the cloud can solve, broadening brand awareness and nurturing high-quality leads.

## Building a broader community around the role of simulation software

The benefits that simulation brings to businesses aren't just felt by the engineering department – and for Dassault Systèmes, there's real value in bringing those benefits to life for a range of decision-makers. "We wanted a different approach – less technical and offer-oriented and more able to demonstrate that we understand business challenges and want to be part of the solution," says Joanne Mary, Digital Marketing Project Manager for Dassault Systèmes. "We thought about how best to start those conversations and that's when we came up with the idea of these inspirational talks."

The quality of the conversation depends on who's attending. Dassault Systèmes used LinkedIn account targeting and targeting by job title to ensure that it reached decision-makers outside the engineering department as well as interested practitioners within it. Promoting its talks through Event Ads, InMail and Message Ads generated over 200 registrations for each, at a cost per registration of €8.9 and with a show rate of 46%.

"One of the big advantages of hosting the talks as LinkedIn Events is the organic sense of community that it generates," says Joanne. "It's a paid media activity but the end result is decision-makers feeling they have a place to be with their peers and discuss these kinds of business issues. You can see this happening in the comments shared during the events."



## Spending time with prospects generates quality leads

From the start, Dassault Systèmes had a strategy for building on this community engagement. Joanne and her team used LinkedIn retargeting to keep the conversation going through Sponsored Content and Conversation Ads. These helped prospects navigate to relevant eBooks and white papers – and offered replays of the talks themselves.

"We retargeted those who attended, those who registered – and also those who engaged with our promotional campaign but didn't make it to the event," says Joanne. "We were able to generate conversions to leads from all of these different audiences."

Integrating LinkedIn Lead Gen Forms as part of the retargeting campaign helped to ensure that prospects converted to relevant leads for sales. Overall, the campaign has generated more than 260 sales qualified leads at a cost per lead (CPL) 52% below the tech industry benchmark.

"These leads are warmer than warm," says Joanne. "They are people who have already explored how our solution can help their products. We know that we've targeted the right person and that they have then engaged with follow-up content – and that represents real value for sales."

“Ours is a long sales cycle and the consideration phase is key. This format gives us time with decision-makers on a trusted platform where we can nurture them without having to ask for contact details first. It brings us a crucial step closer to acquiring new logos through our sales strategy. Thanks to our Media Agency Labelium for partnering successfully with our marketing team.”

**Joanne Mary**  
Digital Marketing Project Manager  
Dassault Systèmes

