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Solution . In support of its ABM strategy, ServiceNow utilized LinkedIn's robust targeting capabilities to deliver content to niche decision makers within select accounts. "We haven't seen any other solution that is able to give us that level of targeting," says Warrier.

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Leveraging LinkedIn InMail to gain thousands of registrants for a special event . For the Business Forward event, Sjögren's mandate was to drive registration and boost attendance—dramatically. The event's purpose was to educate attendees about new ways to think about data, artificial intelligence, and processes for digital transformation.

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In marketing its OpenTok live video platform, TokBox targets a very specific set of personas, ranging from developers to business decision makers. With a strong focus on lead generation, the company needed a way to refine its campaign scope and reach the right professionals with precision.

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Connecting to entrepreneurs with a professional mindset – on LinkedIn and beyond Even at first glance, LinkedIn Marketing Solutions looked like the perfect solution for Hiscox's social efforts, as the platform attracted the particular audience they needed to reach. "LinkedIn is a business-first network, which means people are in the right mindset when they're engaging with our content ...

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