

Rippling drove 5.8X ROI on LinkedIn by using real customer stories to showcase the impact of Rippling AI

Rippling was launching a category-defining AI product but needed to break through the AI messaging fatigue with the C-Suite. Using real stories from real customers on LinkedIn and the precise targeting of Thought Leader Ads, Rippling cut through the noise to engage company leaders at scale.

THE CHALLENGE

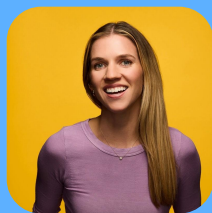
Rippling was preparing for the official launch of Rippling AI. Rather than being perceived as just another brand making big claims about their AI capabilities, they showed that Rippling AI delivers what others only promise—a single, real-time view of all their people, across every system, with an AI that acts on what it sees.

The Rippling team needed to quickly build credibility, break through growing AI fatigue, and reach a highly sought-after audience of C-suite leaders and functional heads without oversimplifying the product or diluting its long-term brand positioning.

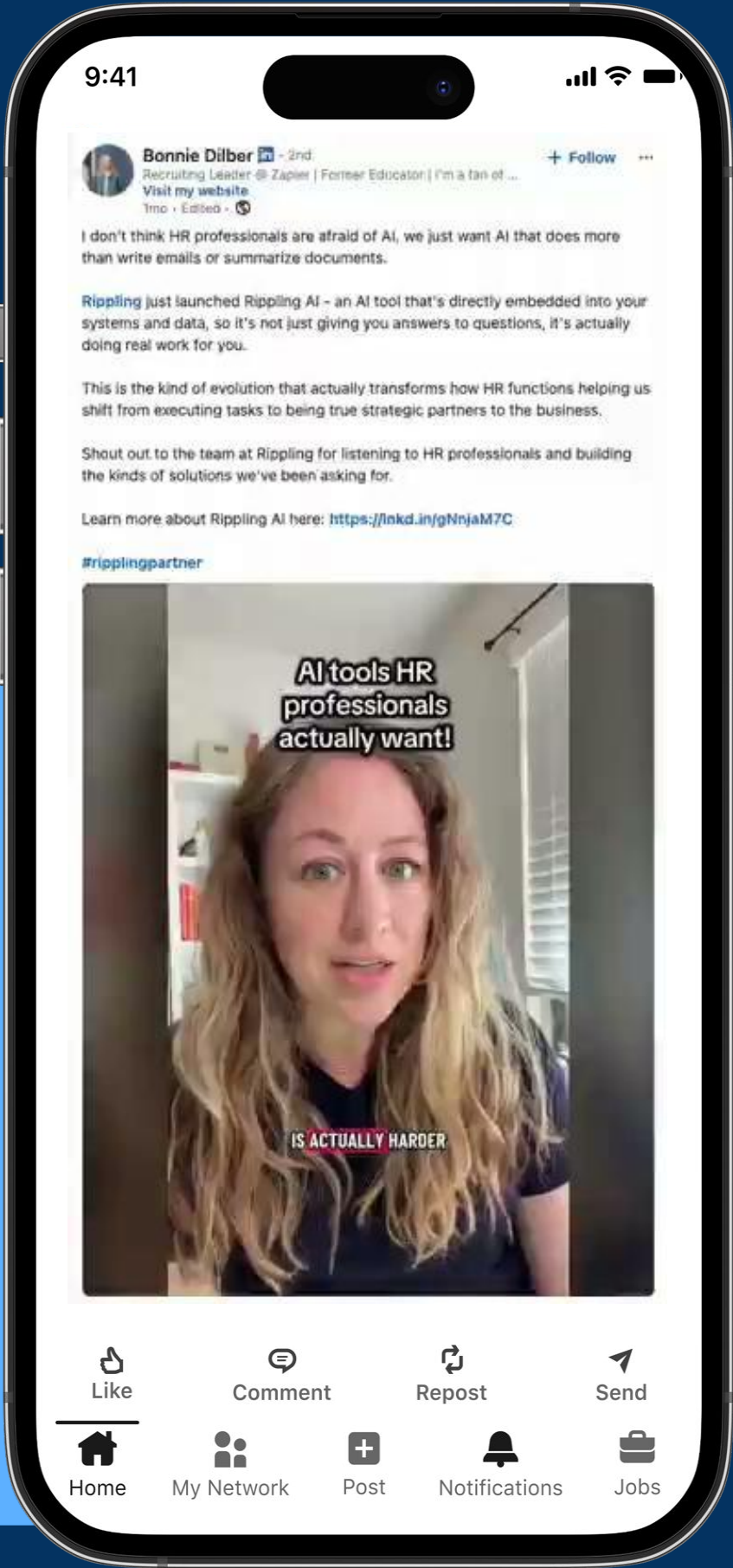
The strategic goal was clear: Position Rippling as an AI-first, platform for modern business leaders — and LinkedIn, where C-suite leaders show up in a business mindset and trust the content they engage with, was the right place to do it.



Every company is making AI claims right now. The way to cut through isn't a louder claim, it's hundreds of real customers sharing how their work has actually changed. LinkedIn let us champion those stories at scale."



Emmy Quinn
Head of Customer Marketing, Rippling



THE SOLUTION

Rippling's strategy centered on a powerful insight: their most credible spokespeople were their own customers. Through a coordinated launch activation, over 300 existing Rippling customers were mobilized to share their authentic experiences and real-world use cases of Rippling AI on LinkedIn. This wasn't organic-only: Rippling put paid amplification behind the highest-performing customer posts using Thought Leader Ads, turning genuine customer voices into precision-targeted content reaching C-suite decision-makers at scale.

To extend reach beyond their existing customer base, LinkedIn connected Rippling with Whalar to identify trusted LinkedIn creators with highly engaged C-suite audiences, prioritizing industry authority and authentic engagement over follower count. Video content anchored the creative approach, optimized for professional buyers and aligned with platform trends.

To connect top-of-funnel awareness to bottom-line impact, Rippling implemented the Conversions API (CAPI), enabling full-funnel measurement from initial TLA exposure through to sales qualified opportunities and closed-won deals.

Products Used

- ☐ **Video + Thought Leader Ads** amplified authentic customer and creator content
- ☐ **Sponsored Messaging** delivered personalized outreach directly to decision-makers already warmed
- ☐ **Lead Gen Forms** captured high-intent prospects
- ☐ **Conversions API** provided full-funnel measurement visibility.

THE RESULTS

Rippling's bet on authentic customer and creator voices paid off. The activation cut through AI fatigue and drove genuine consideration among C-Suite, one of the hardest audiences to reach. With LinkedIn's precise targeting ensuring the message landed with the decision-makers who mattered most.

CAPI provided end-to-end visibility into what actually moved the business: tracking from Thought Leader Ad exposure to sales qualified opportunities and closed-won revenue. The result was a clear, attributable line from customer storytelling to pipeline impact.

5.8x

ROI on total campaign investment

35%

Of TLA clicks came from C-suite members

+38%

higher engagement rates for video Thought Leader Ads vs. LinkedIn benchmarks

Ready to unlock more value from LinkedIn Ads?

Reach out to your account team or connect your preferred data source in [Campaign Manager](#) today.