servicenow

Industry:
Software

Market:
NAMER

ServiceNow partnered with LinkedIn to drive growth and a superior virtual experience for the ServiceNow premier Las Vegas based event, Knowledge

CHALLENGE

Knowledge is ServiceNow's flagship conference that inspires thousands of customers, developers, and partners, with world-class customer stories, demos, and incredible guest speakers, all with the mission of putting AI to work for people. However, many people simply can't make the trip to Las Vegas. ServiceNow needed the right partner to help deliver a great experience to both an in-person and virtual audience. With speakers like Jensen Huang, CEO of Nvidia, Cindy Hoots, CIO of AstraZeneca, and Kevin Clark, Chair and CEO of Aptiv, the keynotes needed to be shared with global reach without a hitch.

SOLUTION

ServiceNow teamed up with LinkedIn to make a bold bet: deliver an elite virtual experience to a global audience at least 10x the size of the previous year's virtual event. The teams forged a plan that leveraged the virtual capabilities, reach, and targeting powered by LinkedIn Live and Event Ads together. The result was a seamless video experience for audiences, both live and on-demand. Event Ads powered the broad yet cost-efficient reach ServiceNow needed to ensure the right people at the right accounts from around the world could easily find and view the magic from the event.

RESULTS

32x Year-over-year growth in virtual attendance

11.8% Conversion lift in lead form completions compared to those not exposed to the Knowledge 2025 livestream

958K+ Views, with engagement measured in minutes, not seconds

4.5K+ New followers directly from livestream campaigns

"Our partnership with LinkedIn allowed us to deliver the inspiring lessons of Knowledge to more people than ever - scaling our stories, extending reach, and delivering measurable impact worldwide."



Desma Katakou
Director, Brand & Performance Media
ServiceNow

* Results for ServiceNow's Knowledge 2025 event