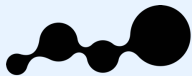




Cutting through B2B content overload with employee voices

How Dreamdata turned employee credibility
into full-funnel impact with Thought Leader Ads



Dreamdata®

Location: Copenhagen, Denmark | Employees: 51-200 | Industry: Software Development

“Credibility today comes from people, not brands. Audiences want to follow verifiable humans, not faceless logos. Video allows our employees to show up authentically and Thought Leader Ads give us the targeted reach to turn that authenticity into a revenue driver for our business.”



Steffen Hedebrandt
Chief Marketing Officer & Co-founder
Dreamdata

Challenge

Dreamdata is a B2B activation and attribution platform. It provides a complete customer journey map, empowering marketers to scale efficiently by tracking ROI of their channels and proving marketing's impact on pipeline and revenue.

Central to how Dreamdata nurtures interest and creates demand for its solution is by engaging and educating audiences on what truly drives activation and attribution.

For a time, the company relied primarily on brand-led marketing to achieve that. But as B2B buyers became increasingly inundated with content, Dreamdata knew it would only get harder to capture attention and sustain engagement from their ideal customer profile.

It needed a strategy that could cut through the noise, bring a more authentic voice into the conversation, and complement its brand-led efforts in a scalable way.

Solution

Dreamdata launched an employee advocacy program on LinkedIn built around authentic video. Elements of this program have since become a permanent part of the brand's go-to-market strategy.

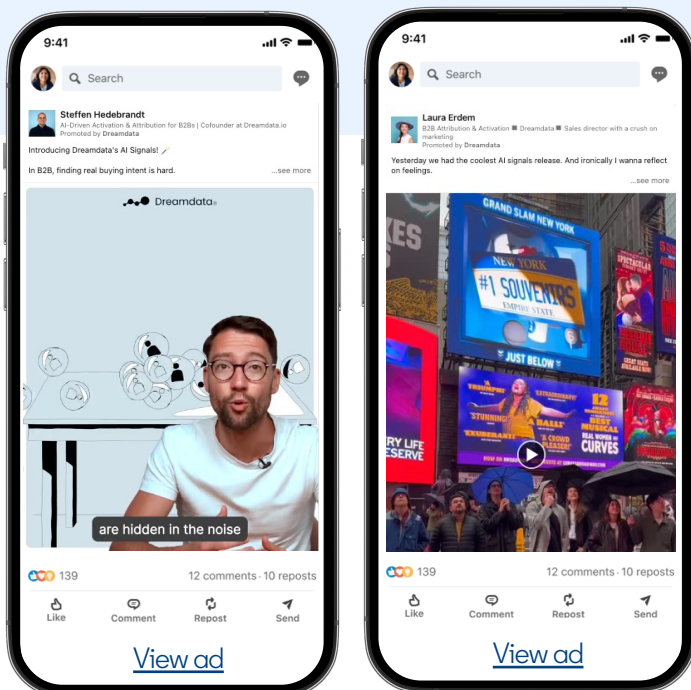
Acting on employee advocacy

Dreamdata invited a diverse group of employees, from its CXOs to functional leads and subject matter experts, to share content in their own voices.

Covering everything from top-funnel thought leadership perspectives to bottom-funnel product demos, these employee videos not only built awareness but also sparked direct inbound interest as prospects reached out after watching a feature demo or industry insight.

The program's success, according to Chief Marketing Officer & Co-founder Steffen Hedebrandt, hinged on keeping participation easy and rewarding.

"Employee advocacy only works if it's fun and relevant. Give people the freedom to create in their voice. It'll be an uphill battle if you try to police it," he advises.



Scaling impact with precision targeting

Dreamdata used organic engagement data to identify the best-performing employee videos. These were then amplified as [Thought Leader Ads](#), using [Matched Audiences](#) to target marketers at named accounts.

Each successful post drove a notable increase in website traffic on the day. These website visitors were turned into [retargeting audiences](#) for Dreamdata's active campaigns to help convert leads, MQLs and free signups. Finally, via [Conversions API](#), Dreamdata monitored which priority accounts were exposed to its LinkedIn Ads, enabling more strategic, long-term nurturing.

"Even though not all our accounts are buying right now, we need to move them from knowing us to building affinity for our brand. That way, when they're ready to buy, Dreamdata is already their trusted choice," explains Steffen.

The results speak for themselves: 83% of Dreamdata's closed-won deals in the past year were influenced by LinkedIn. It shows how authentic video content, powered by real employees and amplified with Thought Leader Ads, can drive measurable business impact across the funnel.

300k+ impressions in one quarter from employee advocacy

3-4x higher engagement rate for employee-led vs brand-led ads

83% of closed-won deals influenced by LinkedIn's Thought Leader Ads