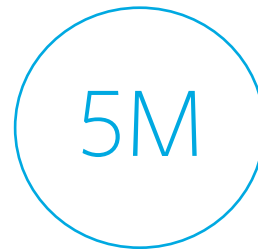
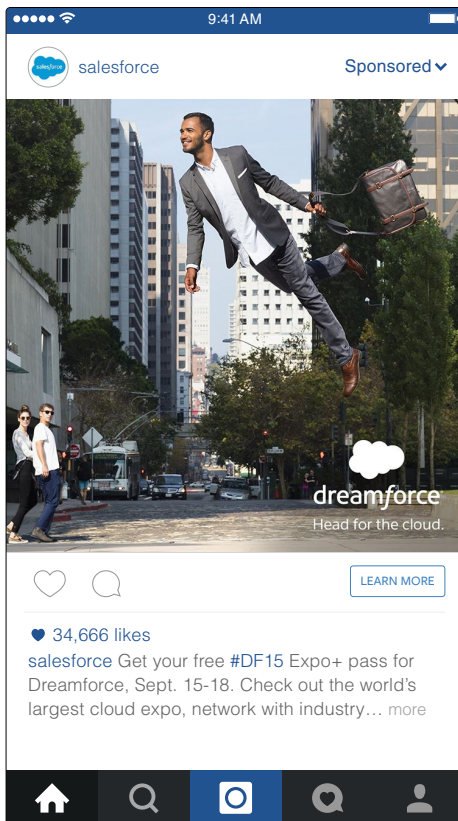


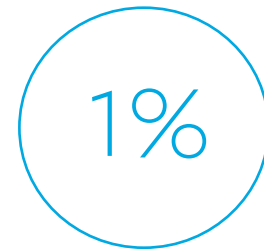


Driving Registration to the Largest Software Conference on Earth

Salesforce used Instagram targeting tools and data-informed creative to design a first-of-its-kind carousel ad campaign to drive registrations and boost awareness for its Dreamforce 2015 conference.



unique people reached



click-through rate

STORY

Cloud-based customer love

Salesforce, the world's number-one customer relationship management (CRM) provider, helps companies of all sizes connect with their customers using the latest in cloud, social, mobile, data science and IoT technologies. Its annual Dreamforce event is the largest software conference in the world, and brings together an enthusiastic group of users for a week of inspiration, innovation, fun and giving back.

GOAL

Calling all dreamers

Running in tandem with a campaign on Facebook, Salesforce aimed to reach more of its target audience on Instagram and build awareness of its Dreamforce conference.

SOLUTION

Attracting the right attendees

Salesforce partnered with Facebook's Creative Shop to develop ad creative for its Instagram campaign that would resonate with its intended audience of young professionals in the tech, business or sales fields.

The Instagram carousel ads showcased images of happy young professionals floating up into the San Francisco sky with the tagline, Head for the cloud. The people featured in the ads followed one of four created personas: developer, marketer, saleswoman and salesman.

In order to reach this group of people—and encourage them to register for the Dreamforce conference—Salesforce used its own Marketing Cloud tools as well as Instagram's targeting tools to create a lookalike audience based on previous registered users, previous conference attendees and its current customer base. It also targeted people with an interest in travel, since one of the carousel images featured a chance to win a trip to the conference.

Salesforce, which was the first B2B company to execute a direct response campaign on Instagram, found success with this model. It reached nearly 5 million people on Instagram with a 1% click-through rate.

“*Investing in creative pays off. For Dreamforce 2015, we decided to collaborate with the Facebook Creative Shop to explore new ways to reach our target audience with a new visual language. Our carousel ads on Instagram delivered amazing performance, driving both awareness and event registrations.*”

Vivi Forny
Director, Events Demand Generation
Salesforce