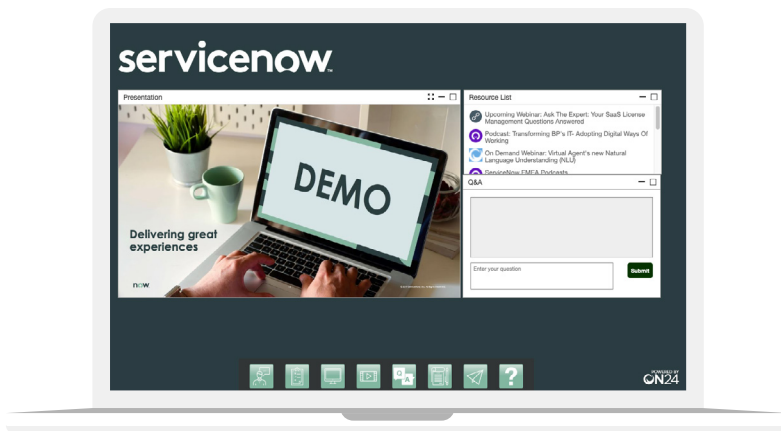


# SERVICENOW DEVELOPS LASER-TARGETED WEBINAR PROGRAM WITH ON24



## ABOUT SERVICENOW

**Name:** ServiceNow

**Headquarters:** San Francisco, CA

**Founded:** 2004

**Employees:** ~7.6K

**Funding:** Public

**Industry:** IT Service Management

ServiceNow (NYSE: NOW) is making the world of work, work better for people. Its cloud-based platform and solutions deliver digital experiences that help people do their best work. The ServiceNow cloud services automate, predict, digitize and optimize business processes and tasks, from IT to Customer Service to Security Operations and Human Resources, creating a better experience for employees, users and customers while transforming your enterprise.



538% ↑

More pipeline influence last year than any other marketing channel



22% ↑

More webinars



66% ↑

More registrations



52% ↑

More attendees on live webinars

## INTRODUCTION

Account-based marketing is a key initiative many companies are working to implement. Yet getting started with ABM can be daunting due to the data mapping needs, and seemingly endless number of technologies available. What's most important is to focus on enabling target accounts with experiences that resonate will resonate with their interests and accelerate them through the buyer's journey.

In an effort to become more targeted with its marketing strategy, ServiceNow came to realize how valuable digital experiences could be if executed correctly. So ServiceNow identified and focused on targeting its top 50 high-growth prospects and accounts with webinar content. This allowed marketing to place its messages in front of all of

the decision makers within an account, hone in on the messages that resonated the most with each target audience and acquire the data insights to better target accounts.

## PROBLEM

ServiceNow had seen the valuable impact ON24® webinars have had, mainly due to their cost-effectiveness, positive audience responses and informative analytics. The team had a lot of enthusiasm around webinars from the get-go and was willing to try different things to make the most of this type of content.

As ServiceNow implemented webinars as a key component to its ABM strategy, it started by painting with broad brush strokes to reach a large audience, but eventually the team saw the need to evolve into a more sophisticated program — to become even more targeted and laser focused in the following areas:

- **Creating Valuable Custom Content** — To reach its top targets, ServiceNow needed to tailor its content to specific groups and key stakeholders within its accounts. It had a lot of different content topics to cover but also wanted the content to be valuable enough that it could be used repeatedly over time.
- **Scaling Distribution of Account-Based Content** — After taking the time to create custom content, ServiceNow needed a scalable and consistent method to distribute the content and track performance.

## SOLUTION

ServiceNow makes use of the ON24 Platform's additional capabilities to support its ABM program. Since partnering with ON24, ServiceNow has been able to:

- **Create Targeted Experiences** — ServiceNow uses ON24 Target to create a highly personalized content experiences for its audience based on the interests of a specific account. This includes



ON24 webinars have allowed us to create long-term, high-level content that we otherwise would not have been able to create through other channels. Additionally, ON24 Target matches exactly with what we are trying to achieve through our ABM program.”

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personalized banners, introductions, layouts and displaying content for accounts in specific industries. ServiceNow can now keep the experience uniform to its company branding, while simplifying the personalization process and accelerating time to market.

- **Operationalize Lead Generation** — ON24 allows ServiceNow to fuel its entire sales funnel with leads. The platform enables their team to streamline the different tasks that go into the webinar process so that each type of webinar is easily replicable for anyone to leverage in their ABM programs.

- **Create Live Demo Showcases** — Demoing specific ServiceNow products and features is of utmost importance, especially when it comes to explaining more technical details to prospects and clients. ServiceNow is able to demo capabilities live, simulive or pre-record for on-demand viewing with easy-to-use screenshare.
- **Provide Interactive Engagement** — During its ‘Ask The Expert’ or ‘Best Practices’ webinar series, ServiceNow focuses solely on user Q&A sessions. The ON24 Platform provides a user friendly way for ServiceNow to invite the audience to share with the webinar host what topics they want to know more about. These interactions take place in real-time, live webinars, creating a seamless and engaging communication process for everyone involved.

## RESULTS

ON24 helps ServiceNow maintain a formalized webinar program and deepen its ABM approach. The combined aspects of formalization and innovative experiences continue to drive ServiceNow’s pipeline influence with impressive results. For example, ServiceNow has seen 538% more pipeline influence year-over-year with webinars and target experiences than any other marketing channel. The company is now also hosting 22% more webinars with 52% more live attendees and 62% more on-demand attendees and growing.

