



Capgemini Leverages LinkedIn Connected TV for Precise B2B Targeting and Brand Amplification



Meet Capgemini

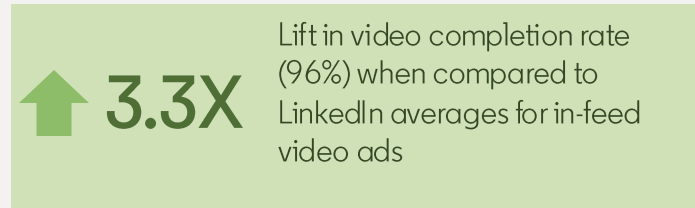
Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology.

Explore The Journey

- **Goal:** Capgemini aimed to position itself as a business and technology transformation partner to a highly targeted and premium audience in the US. The client needed a strategy that could deliver precise audience segmentation while maximizing brand visibility on a mass-appeal media platform
- **Success Metric:** Increased consideration and efficient costs.
- **Strategy:** Capgemini utilized LinkedIn's first-party data to target Business Decision Makers within key customer industries. To boost message visibility, the company opted for the Connected TV format, which allows video content to be broadcast on large screens in an environment conducive to high completion rates. Two 30-second videos were used in the campaign, taking advantage of Connected TV's ability to deliver video content directly to targeted audiences on television screens.

The Results

Using LinkedIn CTV, Capgemini was able to efficiently extend their reach across a qualified and highly-targeted audience, getting their brand in front of them in an immersive, full-screen format.



"This campaign was a great success. We really want to leverage CTV more and more in our media plans, because its combines the best of both worlds : a highly targeted campaign on a TV screen." - Clémence Michaud (Brand Lead)



Region: Global

No of Employees: 260

Industry: IT Services and IT Consulting

CSM: Nicolas Regniez

AE: Ariane Perruchot