

Atlassian builds brand awareness while boosting key performance metrics with LinkedIn's CTV Ads



Location: Sydney, Australia | **No. of Employees:** 11,000
Industry: Software Development



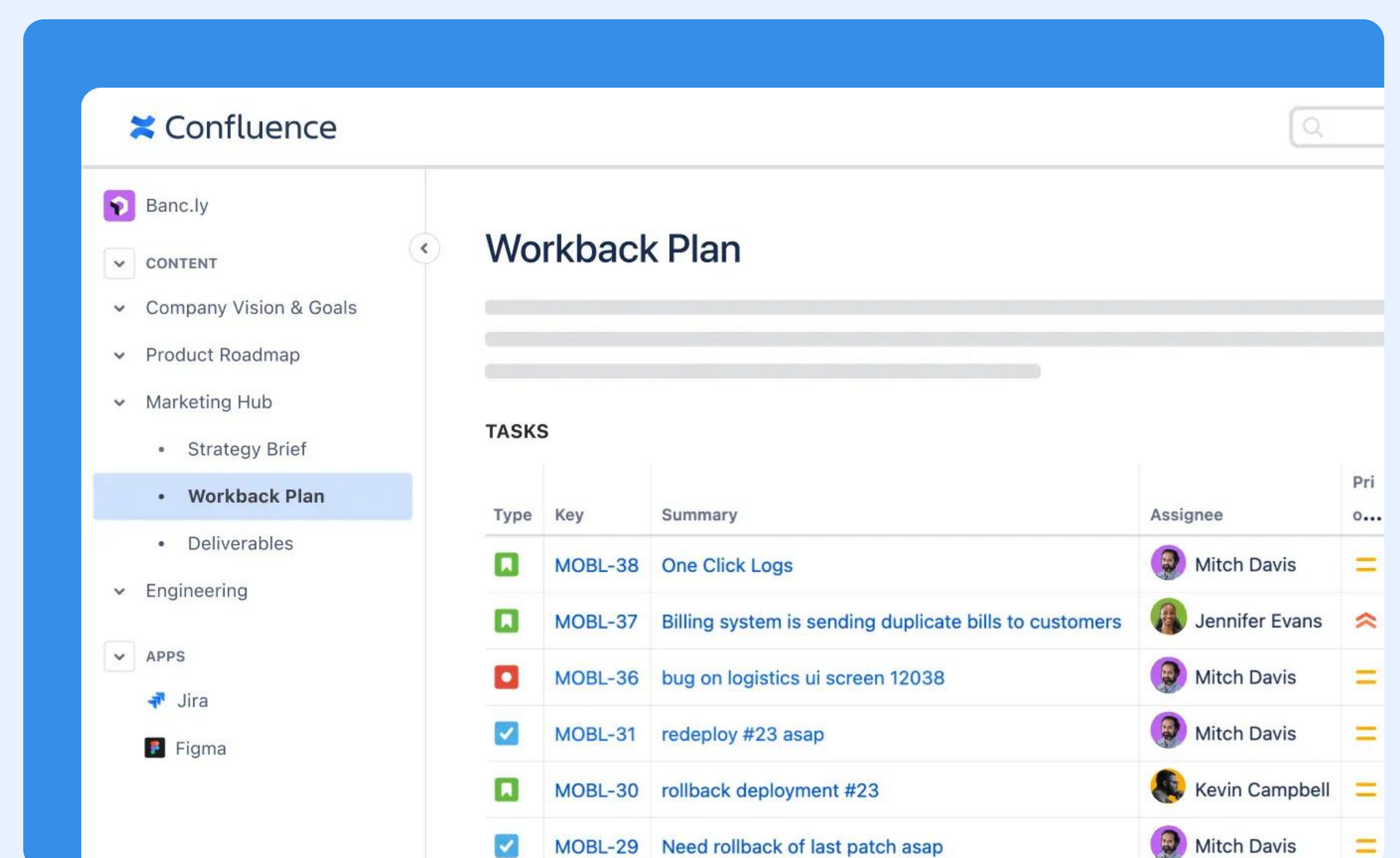
Atlassian set out to reintroduce Confluence to the market with a bold full-funnel campaign — its first ever to include Connected TV (CTV) on LinkedIn. With the help of LinkedIn Marketing Partner Kantar, their agencies, Noble People and DEPT, the CTV campaign achieved best-in-class brand lift results and demonstrated that brand and demand work better together.

☆ Introduction

Confluence is a core Atlassian product, but for years, it played a quieter role behind its sibling, Jira.

To reintroduce Confluence with impact, Atlassian launched a bold, full-funnel brand campaign using LinkedIn Sponsored Content, Thought Leader Ads, and — for the first time — LinkedIn's CTV Ads.

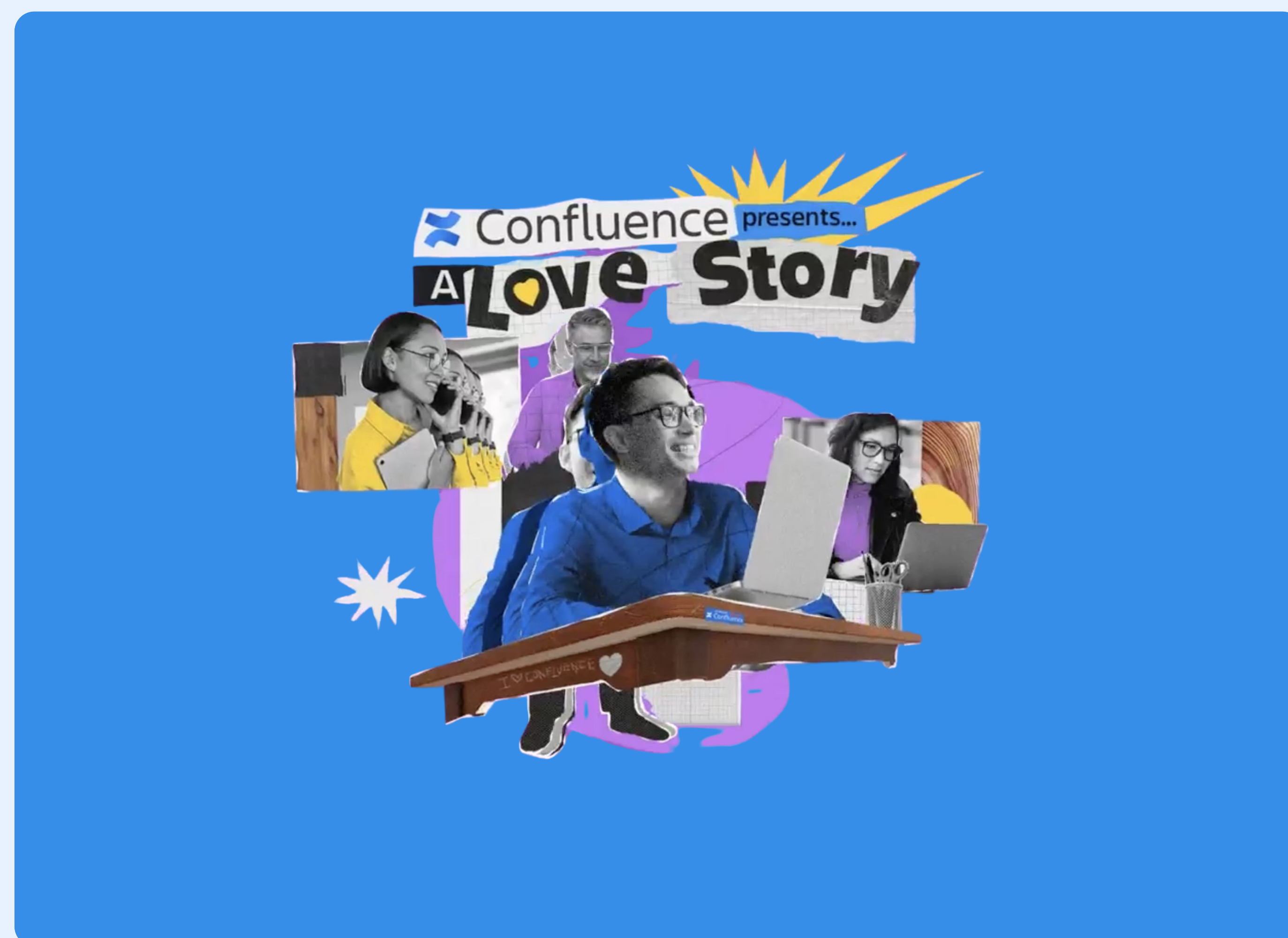
With support from Kantar, the campaign drove double-digit lifts in brand metrics and set the stage for future launches.





Challenge Raising awareness for a versatile product

- While Confluence is widely used, many audiences still think of it primarily as a developer-focused wiki, missing its potential as a collaborative tool across the business.
- Atlassian's marketing team also faced a visibility gap. The company hadn't run a major brand campaign for Confluence in some time, and it needed a strategy that could both reintroduce the product and engage a more diverse mix of decision-makers.
- Internally, the campaign had to perform at both ends of the funnel: boosting awareness while supporting bottom-funnel engagement and product sign-ups.



Solution A bold first step into LinkedIn's CTV Ads

“These results are statistically significant ... to see the increase across the board, and then to see that help our bottom-funnel metrics — we had a 120% increase in lower funnel engagement while running with CTV. That's reason enough to continue.”



Josh Warner

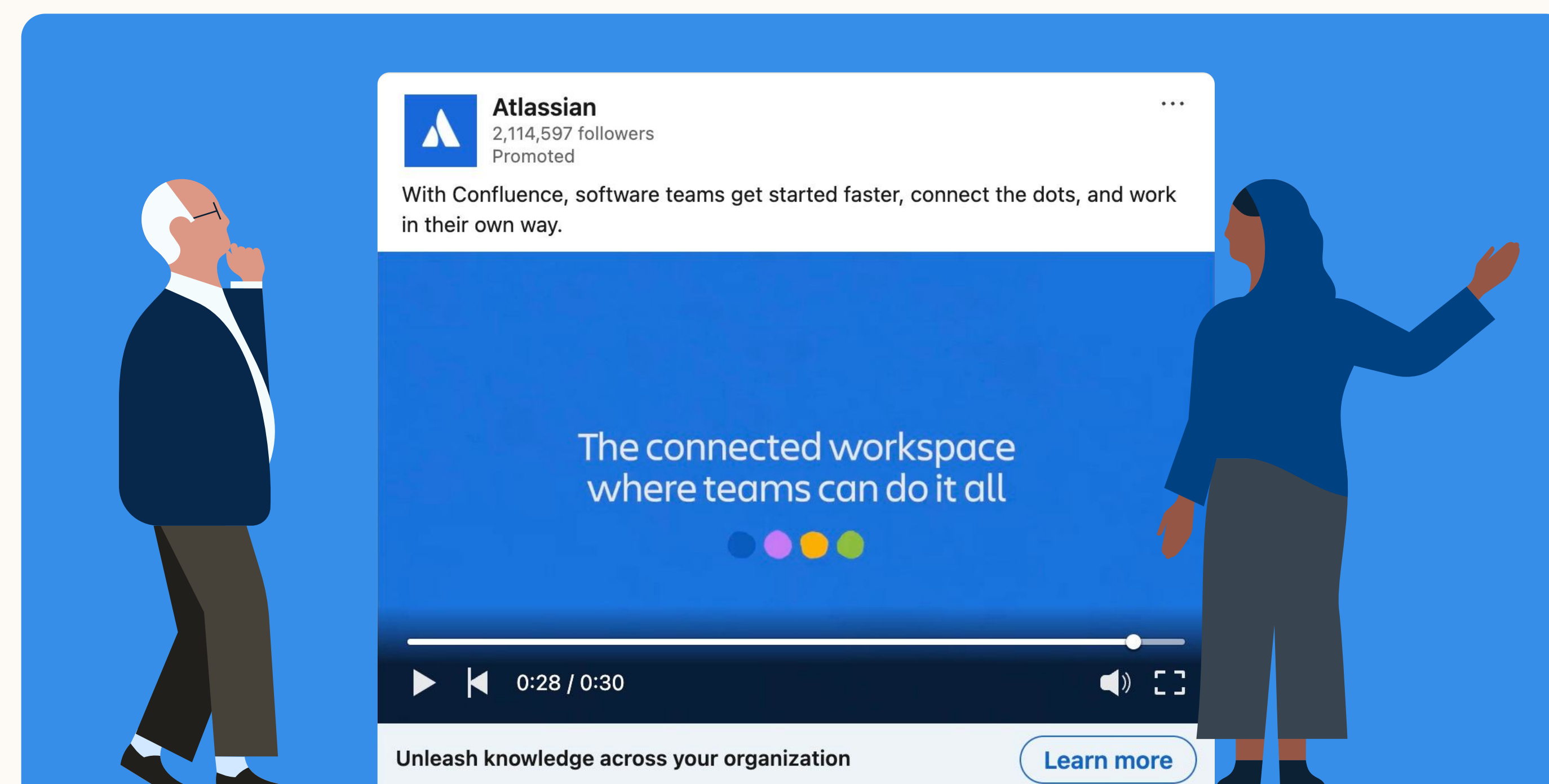
Media Planner
Atlassian

- To meet those goals, Atlassian leaned into a new channel, [LinkedIn's CTV](#), as part of a broader integrated strategy. "CTV was a big bet for us," says media planner Josh Warner, noting that this first campaign was a trial to see how well the channel would perform.
- LinkedIn's CTV Ads offered something unique: the reach and storytelling impact of television, combined with LinkedIn's professional targeting. That made it a strong fit for a product like Confluence, which serves multiple personas across business functions.
- The campaign paired a high-concept brand video with persona-specific creative for marketers, project managers, and developers. LinkedIn's CTV Ads were supported by Sponsored Content In-Feed, including static and video formats.
- Measurement came via a brand lift study conducted by Kantar, which allowed Atlassian to isolate and validate the impact of the CTV Ads portion of the campaign.



Results Brand metrics up, engagement accelerated

- The team set out to reintroduce Confluence to a broader audience, and the results confirmed they struck the right chord. Following LinkedIn best practices across both brand and demand tactics contributed to this outcome, and has shaped how Atlassian approaches future full-funnel campaigns.
- With support from LinkedIn and Kantar, Atlassian measured brand impact across the full funnel and saw gains that far exceeded industry norms. Exposure to LinkedIn's CTV Ads before website conversion campaigns led to a 120% increase in click through rates, a clear indicator that brand investment helped drive performance.
- Based on LinkedIn's internal measurement, 57% of CTV Ads reach were incremental to LinkedIn's core feed environment
- Internally, the results validated a long-held belief: brand and demand work better together.



↑ 17%

Lift in aided brand awareness
(vs. a 2% norm)

↑ 8%

Lift in top-of-mind awareness
(Unaided awareness)

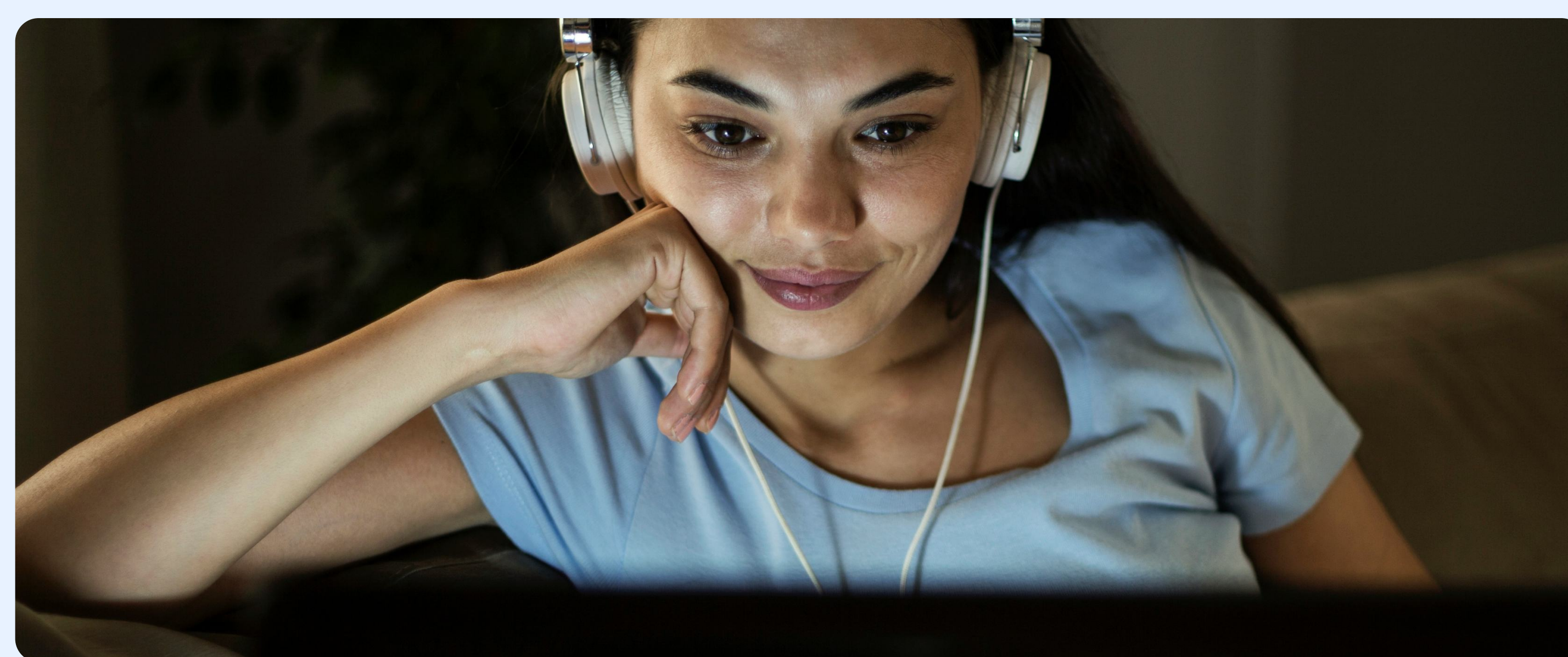
Building on success

“We have a lot of other campaigns with similar audiences where I feel like LinkedIn’s CTV Ads can be a great channel for us.”



Tracy Kim

Senior Strategist, Brand Creative
Atlassian



- The campaign's success didn't just boost Confluence — it helped make the case for CTV Ads across the company.
- Other product teams are reviewing these campaign results as they plan their own launches. And the performance of LinkedIn's CTV Ads is giving Atlassian the confidence to experiment with new storytelling formats, anchored by the data that proves what works.