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CASE STUDY



Why Salesforce trusts NewtonX to deliver actionable insights

How Custom Recruiting enabled trailblazing success for Dreamforce, the world's most beloved software conference

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How Salesforce delivered pitch-perfect messaging for Dreamforce

For the 20th anniversary of Dreamforce, Salesforce turned to NewtonX to bring 70 senior decision makers together for 10 focus groups. Thanks to leading professional insights on the event's keynotes, Dreamforce 2022 was the most successful yet.



The challenge of developing marketing messaging for a complex customer base

Dreamforce is the largest event of the year for the diverse Salesforce community. The three day event features 60+ keynotes and over 1,000 sessions. With over 40,000 attendees expected in San Francisco at the conference, this year's event was expected to be the largest trade event in the city since pre-COVID.

Message testing was critical to create a meaningful impact at Dreamforce. Optimizing the conference relied on understanding what Salesforce's complex customer base needs and expects. With Dreamforce quickly approaching, Salesforce needed a B2B research partner that could gather insights at an unparalleled speed – with unparalleled quality.



NewtonX recruited 70 professionals across 8 private and public industries in just 27 days

Dreamforce attendees are diverse across industry verticals, functional roles, and seniority. The project required an agile partner who could keep up with Salesforce’s pace and unique needs. NewtonX filled ten virtual focus groups with 6-7 senior professionals in only a few weeks time. Using our proprietary NewtonX Knowledge Graph, we custom recruited 70 professionals from both public and private organizations. With no margin for error, NewtonX delivered verified professionals in every requested quota in only 27 days.

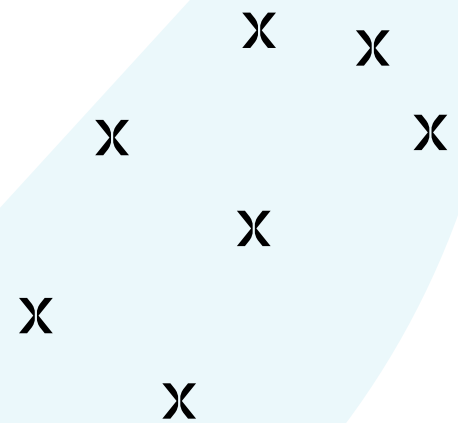


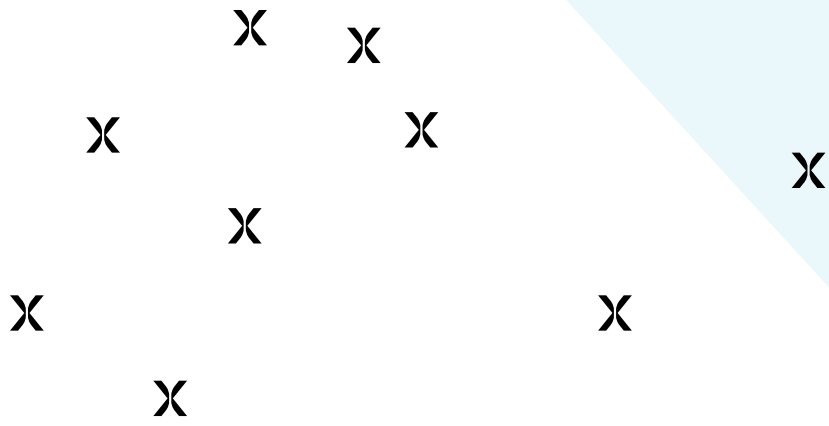
The insights inspired Salesforce’s most successful Dreamforce conference, attracting 127M keynote viewers

Fueled by NewtonX insights, Salesforce created a globally-engaging conference with messaging tailored to their diverse clientbase. Dreamforce delivered lessons on Salesforce’s latest innovations, dived into how the solutions work, and showcased the business benefits and outcomes customers could expect to achieve. As Salesforce’s largest undertaking of the year, the business impact of the conference extends far and wide. A successful Dreamforce forecasted a successful year ahead for Salesforce and their customers, through uncertain climates and beyond.

“A huge thank you to NewtonX for delivering on their commitment to excellence and being great partners. Dreamforce 2022 was our best year yet. We heard positive feedback on the quality of research participants and the tailored content has been viewed by millions of people across our industry.”

— Michelle Mere, Salesforce Senior Director of Customer and Market Insights





NewtonX

The world's leading B2B research company.

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