



Proving LinkedIn ROI:

A Framework for Smarter B2B Measurement



Proving ROI is Increasingly Important - and Inherently Challenging in B2B

Key Insights

78%

of B2B CMOs globally report that proving campaign ROI has become more important over the past 2 years.

Source: B2B ROI Impact Research, conducted by YouGov on behalf of LinkedIn. November-December 2024

66%

of marketers face monthly spend justification.

Source: Dreamdata Benchmarks Report, 2025

Average B2B sales cycle:

211 days

Source: Dreamdata Benchmarks Report, 2025

The ROI Revolution: From Vanity to Value

B2B Marketers are embracing a **mindset shift**:

- From focusing on volume metrics like impressions and clicks **TO business outcomes**
- From reacting **TO proactively showcasing marketing as a growth engine**

The needed shift is not just philosophical, but practical - and urgent.

The next generation of marketing measurement won't just report on the past. It will guide the future!

The right tools are already here, so the next step is adopting the mindset.

4 Steps to Build a Better Measurement Strategy

#1 Define

#2 Capture

#3 Activate

#4 Measure & Maximize

Define

Move up from measuring vanity and start measuring value.

The questions we ask our clients:

- What does a qualified lead actually look like? (ICP definition, buying signals)
- What's the value of each conversion type? (Demo request vs. whitepaper download)
- How do you currently attribute revenue to marketing efforts? (First-touch, last-touch, multi-touch etc)

Define

Move up from measuring vanity and start measuring value.

Impressions
Clicks
Bounce rate
Sessions
Pageviews
Form submissions

MQL & Opp Quality - Lead-to-opportunity rate

Qualified Pipeline - marketing-sourced opps

Revenue - direct marketing contribution to closed deals

CLV - Long-term account value



How Ironscales shifted from "lead volume" to "MQL quality" resulting in **92% increase in MQLs** and **227% in marketing-sourced pipeline**.

[Read More →](#)

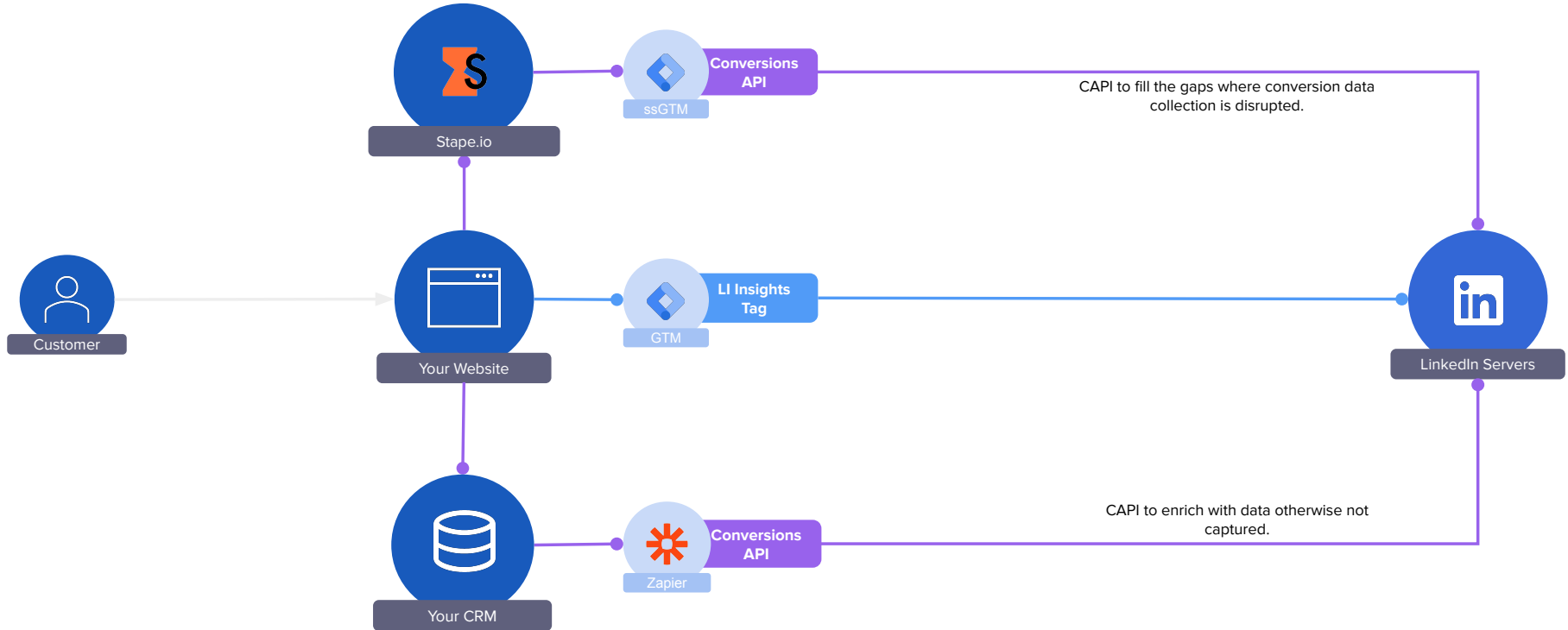
Capture

Turn customer behavior into measurable signals.

Insights Tag

Conversions API

Step
#2
Capture



Capture

Turn customer behavior into measurable signals.

Checklist

- ❑ Implement **LinkedIn Insights Tag** for behavioral tracking
- ❑ Send both client-side and server-side conversions via **Conversions API (CAPI)**
- ❑ Integrate CRM to measure down-funnel activity via **Conversions API (CAPI)**

Tools such as **Google Tag Manager**, **Stape** & **Zapier** democratize data capture and enable stable platform integrations.

[Read More →](#)

Activate

Use data to deliver value in real time.

- Audience Insights API
- Standardized Data API
- Saved Audiences Templates

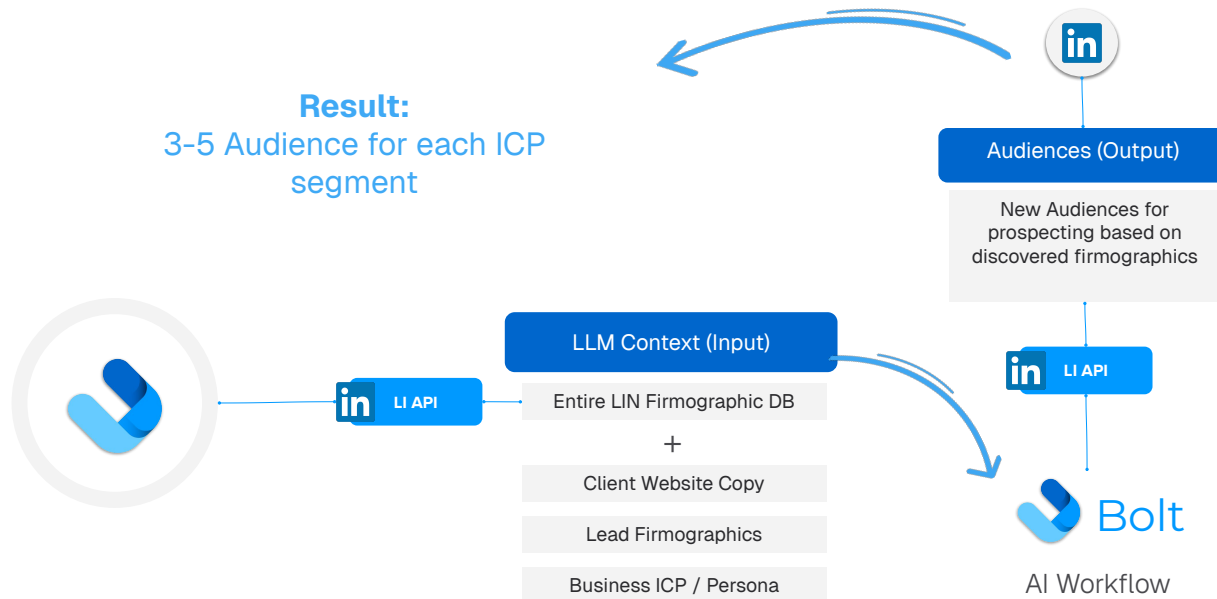
**Step
#3
Activate**



Laser focused ICP targeting

Introduce an audience library based on roles (marketing, sales, customer success, operations) in order to create more tailored journeys.

We would use our **LinkedIn Audience Agent** to create the persona segments.



Measure & Maximize

Prove what works, scale what matters.

Revenue Attribution

Companies Tab

Step

#4

Measure &
Maximize



Revenue Attribution

Use of Revenue Attribution Reporting to estimate impact on pipeline and revenue generation.

Very simple to set up but opens a new world for attribution analytics. Also available through Company Intelligence API - Launched via B2B Attribution & Analytics Partners



Companies Tab

Identify engaged accounts.

Re-engage specific accounts or use account engagement data to inform lead scoring or prioritize outreach.



Especially important for
Named Account Plays

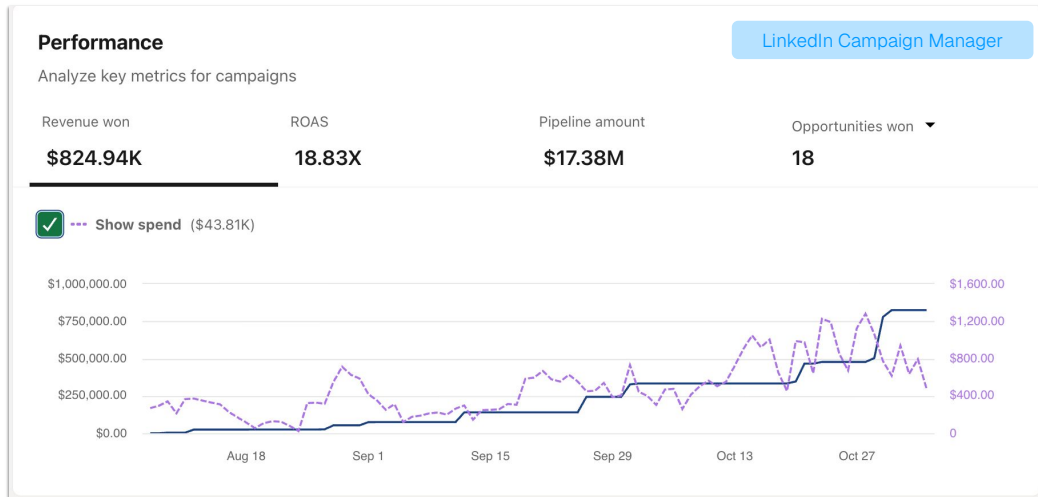
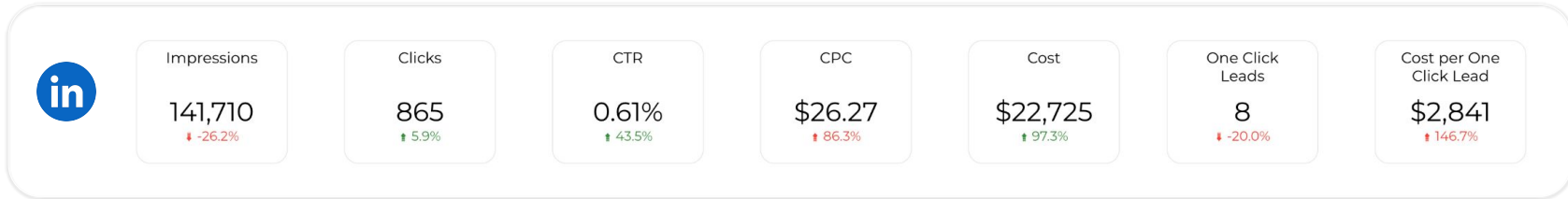
We know that

5-8%

of leads from Named Accounts are
acquired through Paid Inbound

*Based on Agency data - 5 B2B Accounts. 2024

Revenue Attribution



Pure Inbound Metrics
 we are used to
 reporting.

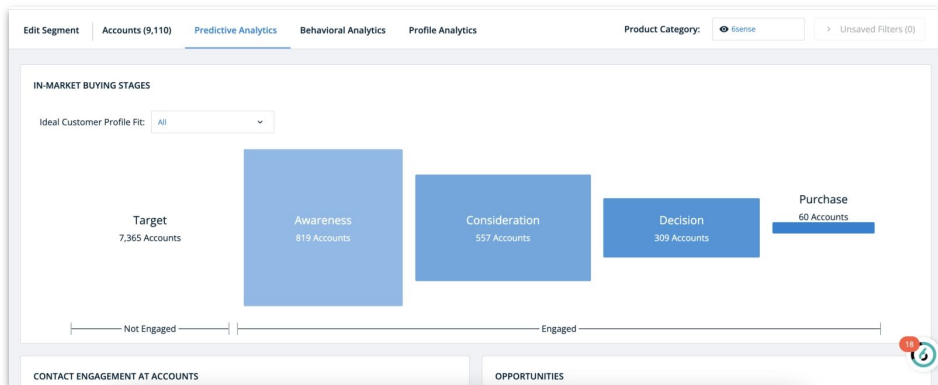
SFDC Pipeline & Revenue
 attributed to campaigns
 that influenced it.



Proving LinkedIn's True Impact on B2B Opportunity Generation; **45% of all S1 Opportunities** touched by **LinkedIn Ads**

[Read More →](#)

Companies

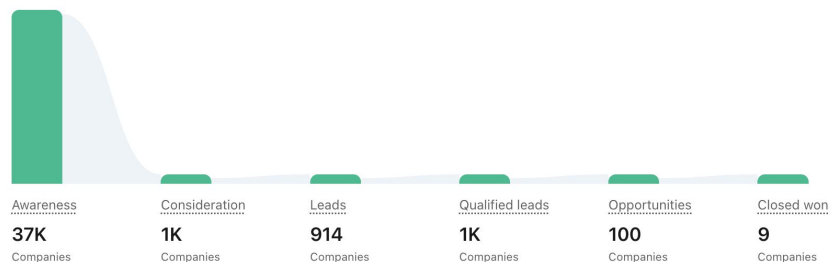


Revenue Attribution

Companies funnel analysis

See where companies are located in the marketing stages over the past 180 days

Total companies: 40K



Companies















Companies Tab

Company Intelligence API

Step

#4

Measure & Maximize

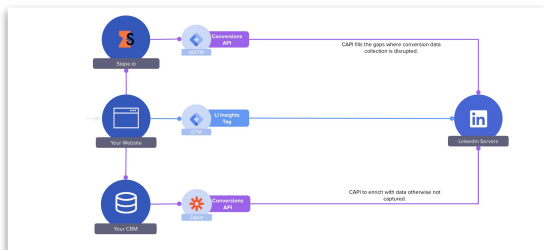
| Company | Engagement level | Organic impressions | Organic engagements | Paid impressions | Paid clicks |
|--|--|---------------------|---------------------|------------------|-------------|
| 3,951 companies | | | | | |
|  MHP – A Porsche Company | Very High  | 86 | 90 | 248 | 3 |
|  Genesis | Medium  | 20 | 20 | 235 | 4 |
|  Transgrid | High  | 44 | 47 | 216 | - |
|  Ausgrid | Medium  | 32 | 31 | 216 | - |
|  Sydney Water | Medium  | 17 | 16 | 214 | - |
|  ACT-ON GROUP | Medium  | 38 | 20 | 197 | - |
|  WesTrac Cat | High  | 31 | 31 | 196 | - |



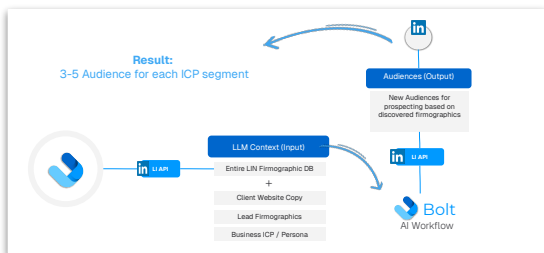
How AMPECO Used **Contact-Level ABM** to Increase Cold Outreach Meetings by **58%** with VertoDigital

[Read More →](#)

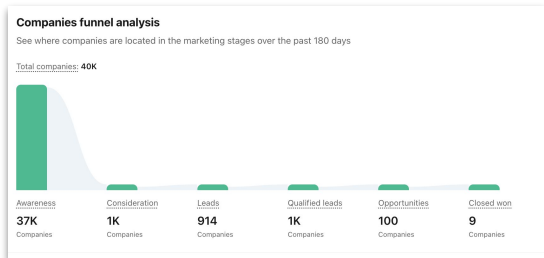
Product Mapping Matrix - LinkedIn Solutions



Capture:
Insights Tag
Conversions API



Activate:
Audience Insights API
Standardized Data API
Saved Audiences Templates



Measure
Companies Tab
Revenue Attribution
Company Intelligence API



VertoDigital





Success Story



Advertising



How LinkedIn's Database Became the Best AI Context for B2B Lead-Gen Growth

This solution won the "Breakthrough Use of LinkedIn Award" in 2025. LinkedIn found this the most-innovative use of LinkedIn APIs for Advertising amongst all Indie Agencies in 2025.

The Challenge

Scaling B2B LinkedIn campaigns is tough—25K+ job titles, 41K+ skills, millions of groups, and 500+ industries make pinpointing the right audience complex and slow. Manual data wrangling drains resources and delays optimization.

The Results

The new audiences helped us decrease cost per qualified lead by 20% for companies like SnapLogic and Cloudflare.

The Approach

We built AI-powered workflows integrating LinkedIn's Audience Insights and Saved Audience Templates APIs. Custom AI models scan company data and LinkedIn's database to auto-select, score, and upload the most relevant job titles, skills, groups, and industries—no manual input needed.

20%

Decrease in Average Cost / MQL

Key Takeaways

- Automated audience creation eliminates manual work
- Richer, more relevant targeting ensures greater impact
- Standardized, scalable process works across all B2B campaigns



"Using the AI-powered workflows increased the quality of the audiences in ways we didn't expect. LinkedIn's database is huge and ever-changing and now we have a way to query it and help companies define, size and target their ICP"

Ivo Shipochky

Head of Advertising, VertoDigital





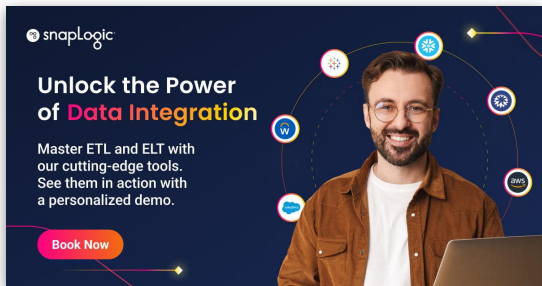
Success Story



Advertising



SnapLogic: Proving LinkedIn's True Impact on B2B Opportunity Generation



The Challenge

SnapLogic struggled to demonstrate LinkedIn's contribution to their multi-channel marketing mix, particularly in sourcing qualified opportunities. This visibility gap hindered strategic decision-making and budget allocation across their paid marketing efforts.

The Approach

SnapLogic implemented a structured company targeting methodology in Q2, focusing on data-driven attribution analysis. The team cross-referenced all Q2 opportunities against LinkedIn engagement metrics, examining both organic and paid touchpoints. This comprehensive audit revealed previously hidden influence patterns, enabling precise measurement of LinkedIn's role in the customer journey and opportunity development process.

Partnering with VertoDigital

Our advanced targeting capabilities transformed SnapLogic's LinkedIn engagement strategy. The partnership leveraged a combination of Sales Navigator Audiences, Buyer Groups, and Predictive Audiences alongside VertoDigital's proprietary AI-researched prospecting audiences. This multi-layered approach ensured precise targeting of high-value prospects, maximizing engagement quality while minimizing wasted ad spend.

The Results

78% of opportunities showed LinkedIn influence, proving the platform's critical role in SnapLogic's demand generation:

- 33% influenced by LinkedIn organic content
- 45% influenced by LinkedIn paid advertising
- 25% influenced by both organic and paid efforts

78%

Overall Influenced Opps by LinkedIn (either Organic or Paid)

45%

Influenced Opps by LinkedIn Paid



Success Story



Advertising



IRONSCALES
SAFER TOGETHER

How one B2B Scaleup Increased Its **Marketing Sourced Pipeline** by **227%** in 90 days

Are You Ready for Deepfake Phishing? Learn More.

We Catch the ATO Others Miss.

Say goodbye to phishing, BEC, deepfakes, and more. Our **Adaptive AI** and **Agentic SOC Automation** learn and evolve to protect your inboxes and keep employees safe.

Request a Demo ↗



The Challenge

IRONSCALES faced challenges in growing their Marketing Qualified inbound leads and marketing-sourced pipeline.

The Approach

Our approach to help IRONSCALES grow their pipeline in the first 90 days of their engagement was to rebuild their entire campaign infrastructure following a methodology that **Creates, Captures** and **Converts** demand, relying on a **fully automated** 1st party data pipeline infrastructure that activates data for both campaign optimization and reporting.

Partnering with VertoDigital

IRONSCALES partnered with us! to help them uncover the potential of their 1st party data. The data infrastructure relies entirely on fully automated pipelines from and to HubSpot allowing for channel attribution of the leads and deals in HubSpot and for campaign optimization based on deep-funnel metrics in the ad platforms (Google Ads, LinkedIn Ads, Facebook Ads, Microsoft Ads).

The Results

The new campaign structure and prioritization of the ad spend, in combination with the activation of the 1st party insights lead to **92%** increase in the number of MQLs and a **227%** increase in marketing sourced pipeline.

92%

Increase in MQLs for Same Cost / MQL

2.3X

Increase in Marketing Attributed Pipeline



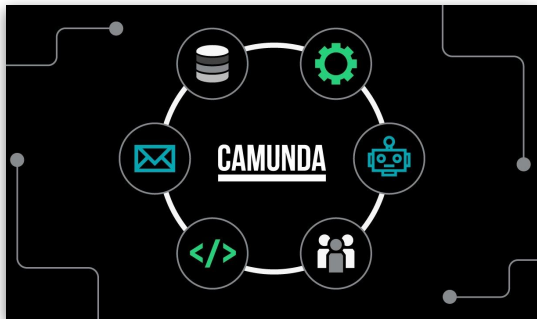
“VertoDigital helped us achieve sizable MQL growth from paid channels in just 3 months. Their expertise in activating our first-party data infrastructure and attention to lead quality were invaluable in optimizing our paid investment.”

Grand Ho
CMO



CAMUNDA

Server-Side Success: 17% Conversion Win



Google Cloud Platform



Server-Side GTM



Client-Side GTM



Conversion API



Conversion API



Google Ads

The Challenge

A multi-domain business needed to implement server-side tracking while ensuring privacy compliance. The complex setup required future-proof scalability and integration with various marketing platforms.

The Approach

We initiated the project with a comprehensive discovery and audit, followed by a detailed project plan and roadmap. We established a test environment in GA4 for ssGTM data validation and guided the client through the Google Cloud Platform setup. All domains were successfully migrated to ssGTM, and live data was validated in GA4 and across all marketing tools, including Meta Ads, LinkedIn Ads and Google Ads.

Partnering with VertoDigital

We provided expert consulting to navigate the complexities of ssGTM implementation across multiple domains. We managed the technical implementation, ensuring seamless integration with consent management and marketing platforms. Our team measured the impact of the solutions, delivering insights and optimizations post-deployment.

The Results

The project achieved successful server-side tracking integration, enhancing data accuracy in GA4. Google Ads conversions increased by 17%, demonstrating the effectiveness of the new tracking setup. Additional benefits included overcoming client-side redirection issues, bypassing AdBlockers with proxy setup, and enabling offline conversions in marketing tools.

Bypassing Ad Blockers

Data based on client-side pixels versus Conversion API setups..

17%

Increase in conversions

Data based on Meta Pixel plus the Conversions API, compared to Meta Pixel alone.





Success Story



Advertising



How AMPECO Used Contact-Level ABM to Increase Cold Outreach Meetings by 58% with VertoDigital

| | | |
|-------------------------------------|------------------|---------------------------|
| 1,429 Cold Outreach Attempts | 379 Converted | 26.52% Conversion Rate |
| 471 Influenced Outreach Attempts | 198 Converted | 42.04% Conversion Rate |



The Challenge

AMPECO needed to target and convert accounts by engaging real buying-committee members. Legacy audience targeting produced low-quality prospects and low meeting rates. Without contact-level activation tied to personas and CRM, SDRs couldn't prioritize outreach based on true intent or attribute impact to marketing.

The Approach

We deployed contact-level advertising via Influ2 mapped to persona-based content journeys. Engagement signals (views, clicks, dwell) synced to HubSpot as activities and scores. SDR cadences were triggered by ad-influenced engagement within target accounts, enabling timely, personalized outreach and continuous optimization of audiences, creatives, and sequences based on downstream sales response.

Partnering with VertoDigital

We operated a joint pod with Demand Gen and SDR leadership to align ICP, personas, and messaging. We built HubSpot workflows, UTM governance, and SDR enablement (playbooks, snippets). QA validated identity resolution, frequency caps, and privacy controls. Shared HubSpot dashboards surfaced engaged contacts and account penetration to steer weekly prioritization and feedback loops.

The Results

In 2025, contact-level ABM measurably improved outbound effectiveness, with HubSpot data showing substantial lift in SDR productivity versus the prior period. Ad engagement and persona fit guided outreach sequencing, accelerating first-touch conversions from target accounts.

58%

Increase in Cold Outreach Meetings Booked



"At AMPECO, we strive to put the customer at the center of every interaction. Partnering with VertoDigital helped us align our ABM efforts with real buying-committee intent, which allowed our sales and marketing teams to work in true sync. This has not only accelerated engagement with our target accounts but also strengthened our ability to connect with the right personas at the right time."

Baycho Georgiev
CMO at AMPECO



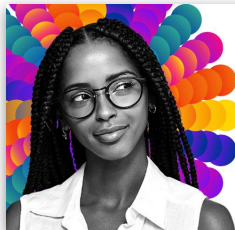
Success Story



Advertising



SnapLogic: Quality Over Quantity: 125% More S1 Opportunities with Firmographic ICP Targeting



snapLogic

When silos implode, opportunity explodes.

Say hello to generative integration.
Say hello to everything.



The Challenge

SnapLogic's paid media pipeline weakened over recent quarters. Volume wasn't the issue—MQLs flowed from advertising—but too few progressed to qualified opportunities, straining sales productivity. SnapLogic needed a way to align media with revenue-intent.

The Approach

SnapLogic had previously introduced a custom ICP conversion in paid channels—flagging leads with the right job titles. In Q2 2025, the team added additional qualification rules and feedback loops, prioritizing quality over volume for sales. Using audience analysis and additional targeting attributes, they optimized bidding, creative, and routing to maximize opportunity creation

Partnering with VertoDigital

Partnering with us, SnapLogic re-engineered the ICP logic. We identified gaps and added targeting attributes—Company Size and Revenue—across paid campaigns and actively optimized towards the right-sized companies. Then we implemented measurement beyond ICP lead volume/cost, validating whether associated accounts met firmographic parameters.

The Results

Efficiency shift: 9% fewer MQLs and 36% fewer leads but Lead→MQL ratio rose up to 42%, ICP Lead→MQL ratio rose to 53%.

Pipeline impact: S1 Opps +125%, S1 Amount +218%, Average Deal Size S1 +41%; S2 Opps +7%, S2 Amount +21%, Average Deal Size S2 +13%.

125%

Increase in Stage 1 Opps

205%

Increase in Stage 1 Opp ROAS