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From Benchmarks to Blueprints:

The LinkedIn Revenue Engine for B2B



Foreword

Last year, in our report titled From Uncertainty to Opportunity: LinkedIn Benchmarks for B2B Success, we set out to understand what was changing in B2B marketing.

The answer was pretty clear. The traditional discovery model was becoming less predictable. Buyers were doing more of their own research, increasingly with the help of AI. Buying committees were getting larger, journeys were getting longer, and marketers were having to work harder to build awareness before a buyer ever entered a formal evaluation. Through all of this, one channel kept becoming more important: LinkedIn.

A year later, those shifts have not gone away. If anything, they have accelerated. But knowing what is breaking is only half the problem solved. The harder part is knowing what marketers should actually do differently. That's what this report is about.

We wanted to move past benchmarks and answer the practical questions: when does the buying journey actually begin, how many people need to be engaged and in which roles, how should paid and organic work together, and, most importantly, how do you measure all of this in a way that lets you make the case internally for a fundamentally different strategy?

What we found is a different blueprint for B2B marketing. It's one built around account engagement rather than lead capture, the buying group rather than a single champion, and measuring influence rather than the last click.

We don't pretend this is the only way to market in the new B2B world. But the data gives us a pretty strong view of what is working across the companies we analyzed.

I hope it's a good read, and I'd love to hear what resonates, and what you plan to try differently.

Praveen
Co-founder and CMO of Factors.ai

Methodology

The findings in this report are drawn from proprietary Factors.ai platform data, analyzed across two datasets.

850+

B2B companies representing over $150 million in ad spend on LinkedIn

and **100+**

B2B companies with their CRM data connected to Factors.ai

with **50K+**

closed deals worth over $5B in deal value

Source: Factors.ai customer data, 2026.

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Section 01

Traditional marketing is changing

(But we have hope)

Last year, in our 2025 report From Uncertainty to Opportunity: LinkedIn Benchmarks for B2B Success, we (Factors.ai) set out the diagnosis. Based on research conducted across 100+ B2B customers, we uncovered three shifts in B2B marketing.

The three shifts changing the face of B2B marketing

01



The traditional discovery playbook is waning as LLM-led research increases. Organic search, direct traffic, and paid search are all seeing declines.

02



Buyers have become self-reliant and AI-assisted (for better or worse). Buying committees swelled to over a dozen stakeholders, and decision timelines stretched past a year.

03



Ad spend on LinkedIn Ads grew faster than spend on Google display. Across surveyed customers, budgets continue to trend LinkedIn's way.

A year on, all these shifts have continued.

Traditional demand generation trends

Median year-over-year change across 100+ B2B companies on the Factors.ai platform.

Metric	Sep'24 - Aug'25	Apr'25 - Mar'26
Organic traffic	−1.25%	−4.1%
Organic conversion rate	+21.4%	+24.7%
Paid search traffic	−39%	−34%
Paid search cost (PPC)	+24%	+27%

Organic conversion rates rose again, even as traffic fell, a sign that buyers are conducting independent research before they land on your site. Organic and direct traffic has also become increasingly volatile, with every Google core update bringing new uncertainty.

Paid Search has also become more challenging as AI Overviews have changed ad placements and Google has introduced new bidding tools like AI Max.

One channel keeps extending its lead and continues to hold its value per dollar spent. **LinkedIn shows a 1.6x return on ad spend compared to Google's 1.18x.**

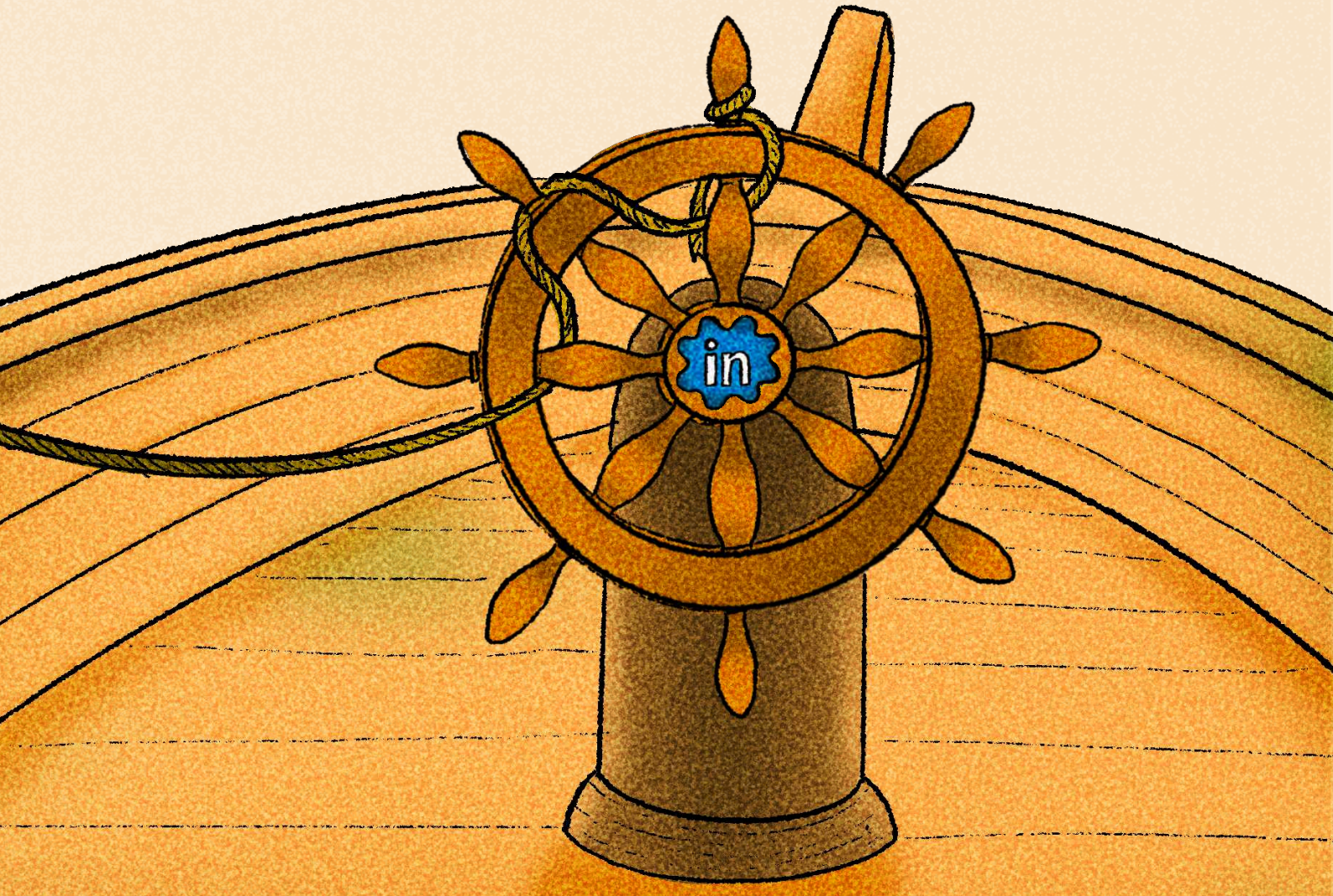
Share of budget continues to shift to LinkedIn

	Sep'24 - Aug'25	Apr'25 - Mar'26
Paid Ad Budget Share: G	68.7% (Q3 '24) 62.4% (Q3 '25)	60.2% (Q1 '26)
Paid Ad Budget Share: in	31.3% (Q3 '24) 37.6% (Q3 '25)	39.8% (Q1 '26)
LinkedIn-Sourced Average Contract Value Advantage Over Google	+28.6%	+34% (1.34x)

As traditional discovery channels become less predictable, marketers need a more reliable way to reach their audiences. Instead of waiting for buyers to discover great content, marketers are taking a direct-to-buyer approach, using account-based strategies to ensure coverage of the right accounts and personas. LinkedIn's unmatched professional targeting capabilities make it uniquely positioned for businesses to do exactly this.

Our customers are increasingly combining brand objectives (awareness and engagement) with demand objectives (website conversions and lead gen) on LinkedIn to reach and engage the full buying committee.

In an increasingly wild digital world, LinkedIn provides a stable way to build awareness and drive engagement across the accounts that matter most.

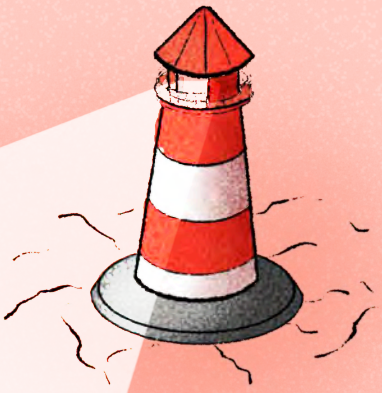




About Factors.ai's integration with LinkedIn

Factors.ai is a LinkedIn Marketing Partner for audiences, B2B attribution and analytics, reporting, and signals. Through our integration with LinkedIn's Company Intelligence API, customers can see company-level engagement across paid and organic touchpoints for all companies engaging with their brand: not just matched accounts. With CRM data connected, Factors.ai can then show how this engagement influences pipeline and revenue. LinkedIn is the only major advertising platform to provide this level of company-level engagement data, making this integration the foundation for much of the analysis in this report.

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FACTORS + LINKEDIN CAPABILITY SPOTLIGHT

LinkedIn company intelligence

B2B deals are won by engaging multiple stakeholders within a company, making account-level visibility into funnel and pipeline progression essential. Most reporting can't deliver this granularity of information, relying on static lists or missing view-through measurement data entirely.

LinkedIn company intelligence changes this, providing company-level engagement data across organic and paid touchpoints directly in Factors.ai via API integration.

- **Every engaged company, not just your matched list:** Coverage is no longer bound by the quality of your CRM export or your audience match rate. The companies researching you that you are not yet targeting become visible, and become warm untapped demand.
- **Paid and organic in one view:** Brand engagement often starts with organic, long before a click on a paid ad. Seeing both signals side by side turns two half-truths into one account engagement story you can do something about.
- **Exceptional buyer journey visibility:** Tie LinkedIn engagement events to CRM data to see how marketing touchpoints influence the entire account, not just individuals, for more accurate attribution.
- **Uncover what's working with campaign and ad-set granularity:** Account engagement is attributed to the specific campaign and ad set that drove it, so budget decisions rest on which campaign or creative moved real companies, not on click volume.
- **Drill into engagement at buyer group level (coming soon) :** Uncover not only which companies you are engaging, but also the buyer group engaging with your LinkedIn ads, with data cut by job seniority.

Read more → factors.ai/blog/linkedin-company-intelligence-api

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Section 02

The hidden buying cycle

Most go-to-market teams measure the buying cycle from the day a deal is created in the CRM. That date records when your team recognized an account was in-market, not when the account started buying. Prospects, however, start their buying cycle with sustained active research much earlier than that. Thanks to the integration between Factors.ai and LinkedIn (Company Intelligence API) we now have the data to prove it.

A.

How long do you need to go back in time?



Factors.ai research shows the invisible buyer journey begins on LinkedIn 124 days before the deal exists in the CRM, a full quarter of the journey.

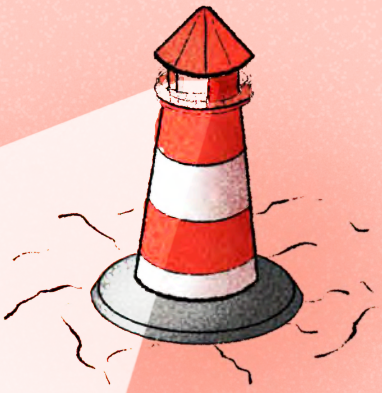
We analyzed three different start-of-cycle signals for each deal:

- CRM deal creation,
- First sustained website engagement,
- First sustained LinkedIn engagement.

Measuring “sustained” activity is key here. We filtered out one-off impressions and stray sessions, looking for the first signal of repeat, intentional buyer activity.

The buyer is meaningfully engaging with your brand on LinkedIn more than four months before the deal is created. And they are on your website, from about two months before the deal is created.

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FACTORS CAPABILITY SPOTLIGHT:

Account timeline and research agents

An account reading your latest blog post is showing interest. An account viewing your integrations page, your pricing, and your comparison content is comparing you to other vendors. This is a signal that something has changed inside that company. Maybe there's a new hire with a mandate, a decision has been made to replace an existing tool, or a problem has finally become expensive enough to solve. And then, someone has decided your product might be the answer. They have not filled in a form, and they may not for months. But the interest is real, and it is happening now.

The Account Timeline brings these signals together into a single timeline view, showing how an account's engagement evolves throughout the buying journey.

- Marketing engagement: Website visits (account and person level), content downloads, webinars, and other marketing touchpoints including LinkedIn Company Intelligence
- Sales engagement: Meetings, demos, conversations, and other interactions with the sales team.
- Product engagement: Product usage, upgrades, and retention signals.
- Open-web intent: Third-party intent and category research, review site intent such as G2.
- Business Signals: Hiring trends, key initiatives, funding, and growth signals.

Research Agents then mine this timeline to identify meaningful patterns and changes. For example, engagement spreading across the buying group, a sudden increase in research activity, or an account researching competitors. This turns scattered signals into an early-warning system for marketers.

Together, the timeline and research agents help marketers spot accounts becoming more engaged, understand what is driving that engagement, and act while they can still influence the buying journey. These accounts can then be activated on LinkedIn and nurtured as the buying group forms.

B.

Buyer behavior before the deal exists is the crystal ball you need



Lift in pipeline win rate when buyers engage heavily with the seller's website before a deal exists.

Heavy website engagement, defined as 30 or more sessions on the seller's site before deal creation, lifts pipeline win rate by 14.1 percentage points overall, compared with the low-engagement baseline (less than 3 sessions).

Deal Size	High Website Engagement Lift
LESS THAN $25K	+13.5 pp
$25–50K	+16.3 pp
$50–100K	+10.8 pp
$100–250K	+7.9 pp
$250K+	+14.6 pp
Overall	+14.1 pp

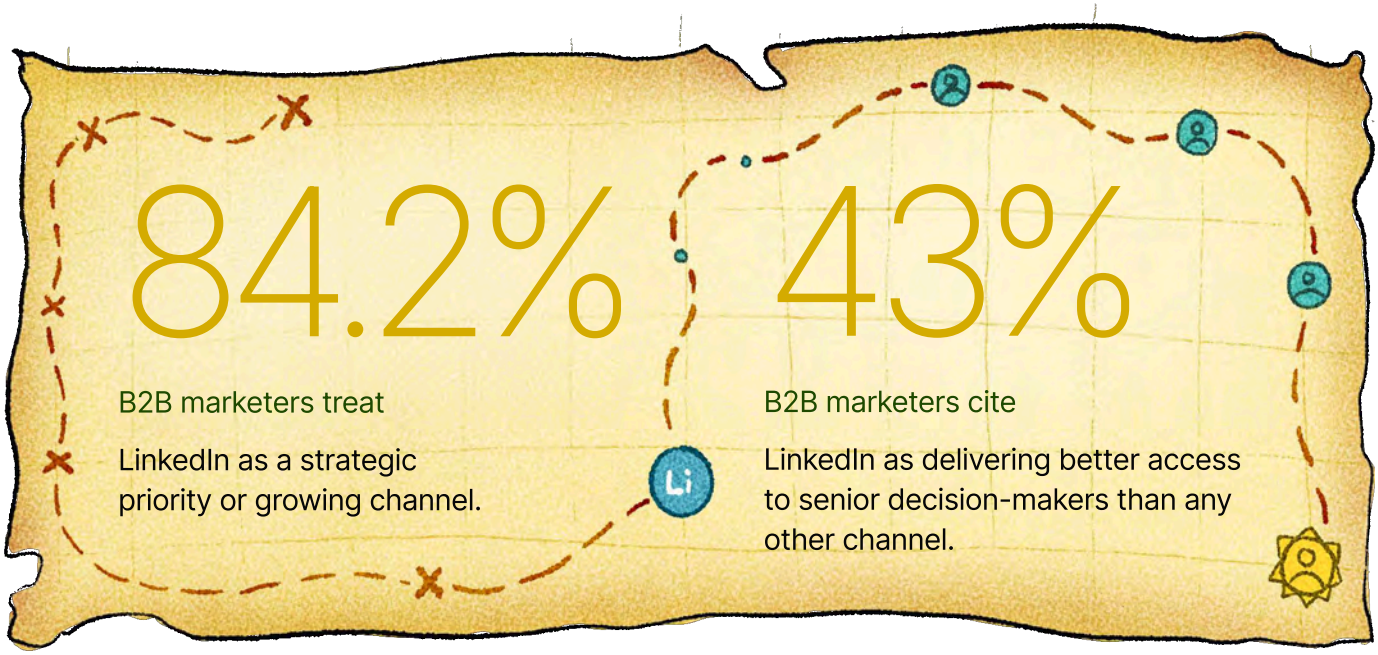
The pattern is strongest at the $25-50K segment (the self-serve research sweet spot, where buyers do extensive pre-purchase work themselves) and at $250K+ (where engagement signals organizational commitment, multiple researchers from the buying side, returning multiple times).

C.

LinkedIn is where discovery happens

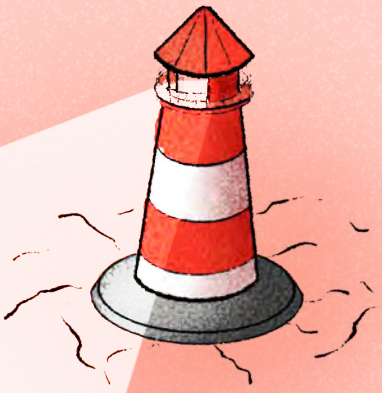
Buyers are increasingly turning to peers on platforms like LinkedIn to discover and learn about new solutions. Well-targeted advertising helps build awareness in the right context, and exactly when buyers are actively looking to learn.

Uncertainty to Opportunity: LinkedIn Benchmarks for B2B Success report, made the case that LinkedIn had emerged as the B2B channel that combines brand, thought leadership, and pipeline creation.



And now we see that the buyer journey begins on LinkedIn 124 days before the deal exists in your CRM.

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FACTORS CAPABILITY SPOTLIGHT:

Predictive Scoring Agents

Now you know that accounts are engaging with your brand much before the deal is created in the CRM. But you still don't know which accounts you should be prioritizing.

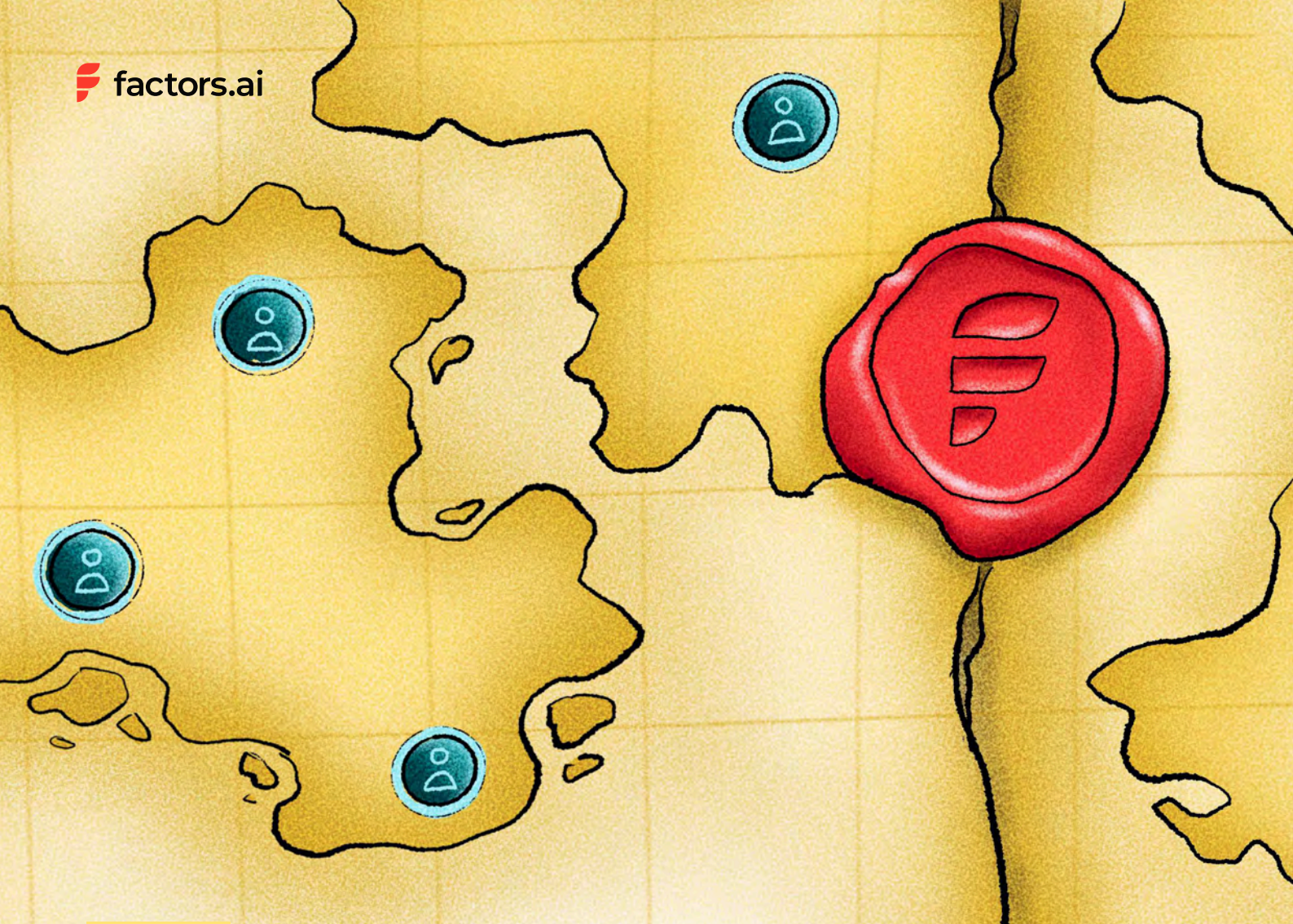
No team has infinite resources (and a crystal ball) to multi-thread every account showing engagement and reach every buyer early in the journey and drive sustained engagement.

Predictive Scoring Agents in Factors help you identify the accounts most likely to convert, so that you can spend your time and budget to get the biggest bang for your marketing buck. Our analysis showed that the top 1% of the accounts predicted accounted for 26% of the handraisers across our customers.

You set the outcome you care about, for example, a completed meeting, a demo form submission, or a new deal in the CRM. Agents score every active account on its likelihood of reaching that milestone in the days ahead. The model reads the full account timeline, every interaction alongside the firmographic and CRM characteristics, and re-ranks daily as new signals arrive. An account that looked cold last week comes back into your radar the moment its behavior changes.

You define the target event for prediction yourself, making the score fully explainable and backtestable. You can see exactly what the model is predicting rather than trusting a black box. Then you have a shortlist of accounts that are more likely to book, buy, or convert. These are the accounts your team should spend the most time on.

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Section 03

The treasure map for engaging accounts

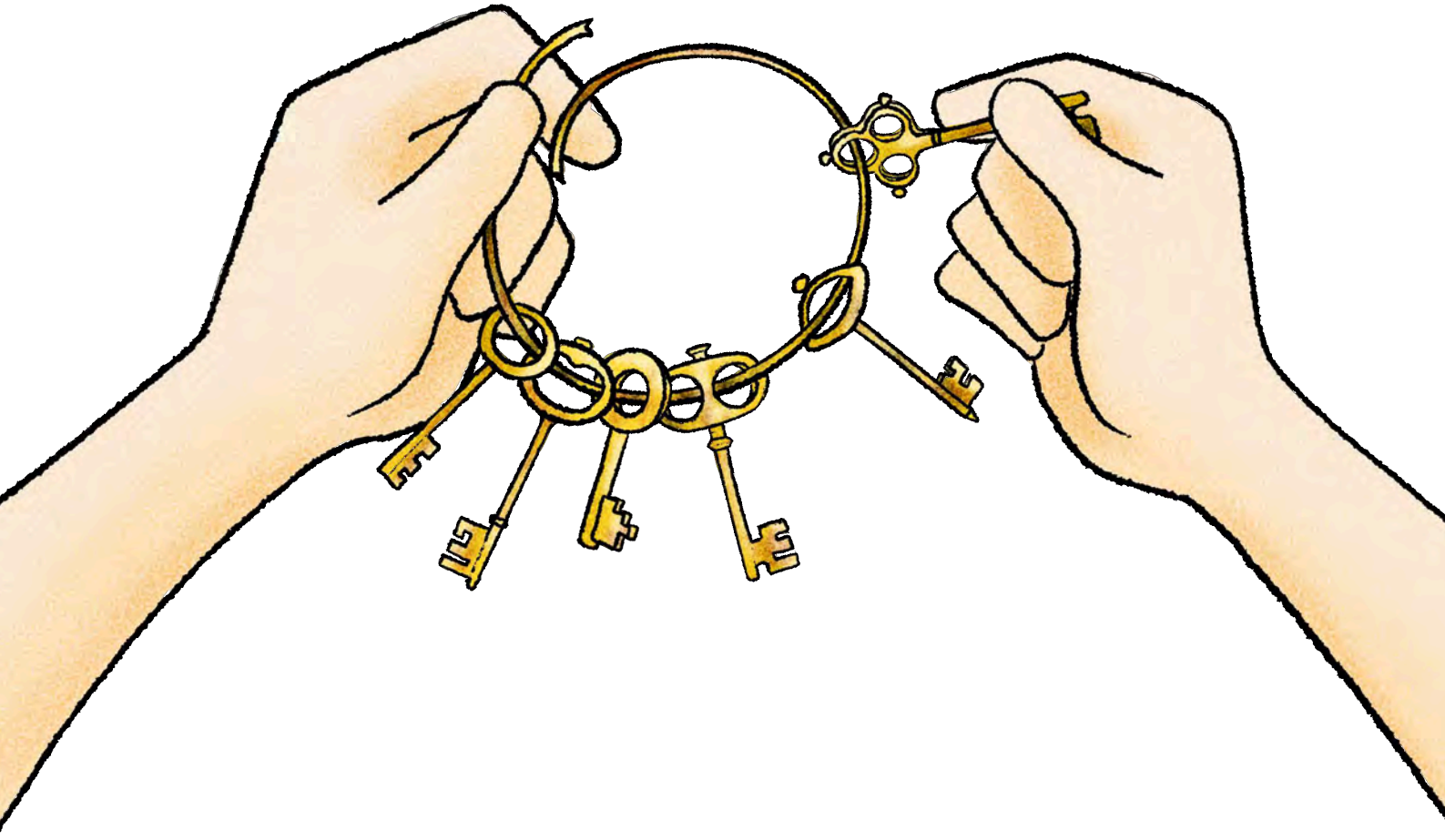
In the previous section, we saw that prospect accounts start engaging with you long before a deal is created in the CRM. That makes detecting interest and driving account engagement one of marketing's highest-impact levers. This section explores what effective account engagement actually looks like in practice. There are two parts to this:

- **How many stakeholders** you should engage
- **Which stakeholders** are on the buying committee

Act 1:

How many contacts do you need to engage with?

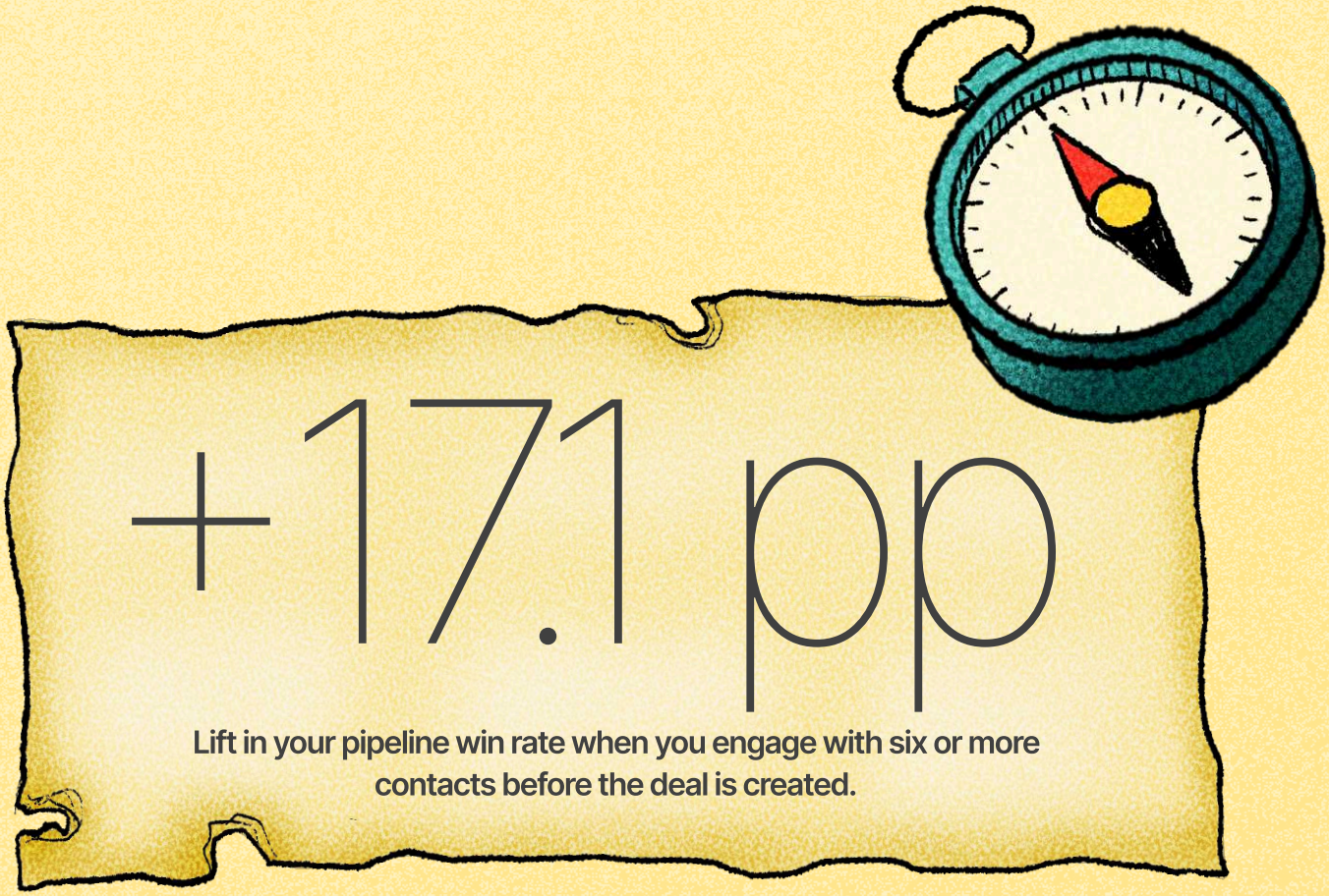
The key to improving your outcomes: There's an ideal number of contacts to engage with, and a blend of roles to target.



A.

Finding the buying committee sweet spot

Pre-Deal Engagement



+17.1 pp

Lift in your pipeline win rate when you engage with six or more contacts before the deal is created.

The lift pattern by deal size:

Deal Size	Pipeline WR Lift (1 → 6+ Contacts Engaged)
LESS THAN $25K	+5.4 pp
$25-50K	+8.1 pp
$50-100K	+16.6 pp
$100-250K	+11.9 pp
$250K+	+24.5 pp
Overall	+17.1 pp

What this means for your go-to-market strategy: pre-deal engagement, such as educational content, webinars, and field marketing events, should all be designed to reach six engaged contacts per target account. Months earlier, layered over time. Trying to build engagement only after the deal enters the active cycle is too late to impact win rates.



B.

Unmasking the hidden buying committee

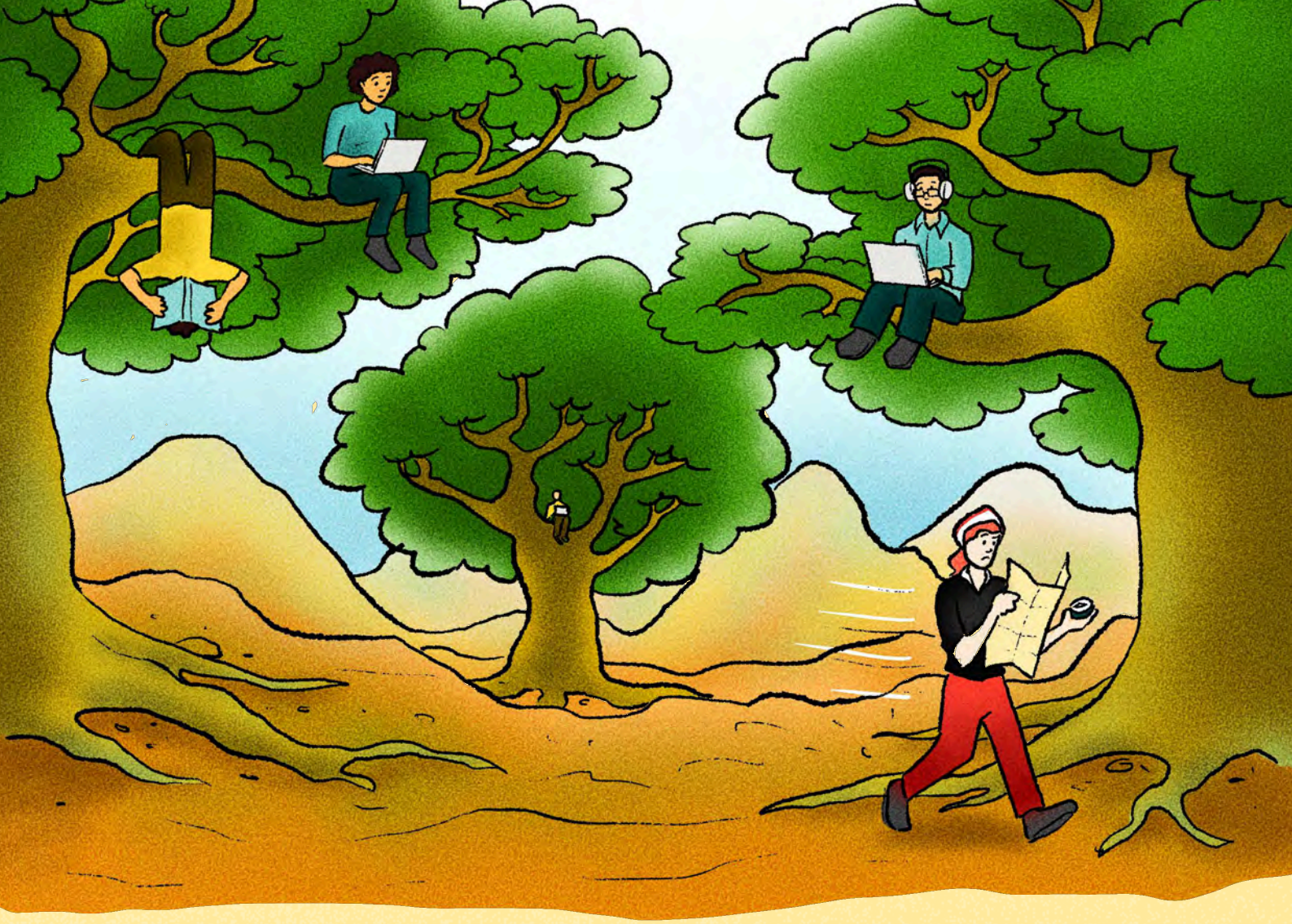
During the active deal cycle:

+16.3 pp

Lift in your pipeline win rate when you engage with three or more new contacts during the active sales cycle.

Job titles and roles can help you identify and engage the likely buying committee. But every account has people who play a unique role in its decision-making process.

These are the people you can only discover through conversations, meetings and building relationships. Winning requires engaging both the known buying committee and hidden buying committee as they emerge.



The hidden committee

It's hard to find buried treasure when it isn't marked on the map. But there's a whole hidden committee out there, and engaging them can boost your win rate significantly.

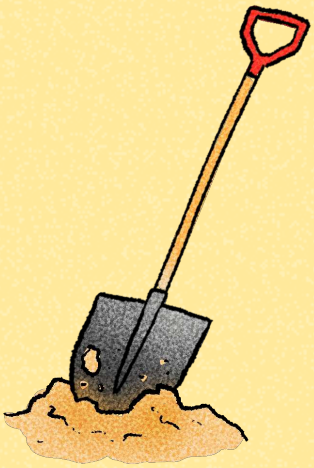
A marketing tool might identify the CMO and demand-generation lead early on. But a deal can also depend on RevOps, the SDR manager, or marketing operations. These people may not appear in the initial buying committee but can still influence the decision.

There's also a newer stakeholder: the AI team or technical leader asking, "Could we build this ourselves?" They often enter the conversation later, but they still have a vote. These stakeholders are hard to identify before the deal exists, making ongoing engagement critical.

Treat discovery as an ongoing task rather than a stage you complete.

Every meeting is an opportunity to ask who else influences this decision, and to engage them meaningfully.

When you're pre-deal, you're looking for the predictable committee members. But during the cycle? You're finding the hidden committee.



Across 50K+ closed deals tracked on Factors.ai, we found:

55.6% engaged with no new contacts during the active deal cycle.

20.7% engaged with just one additional contact.



The lift pattern by deal size:

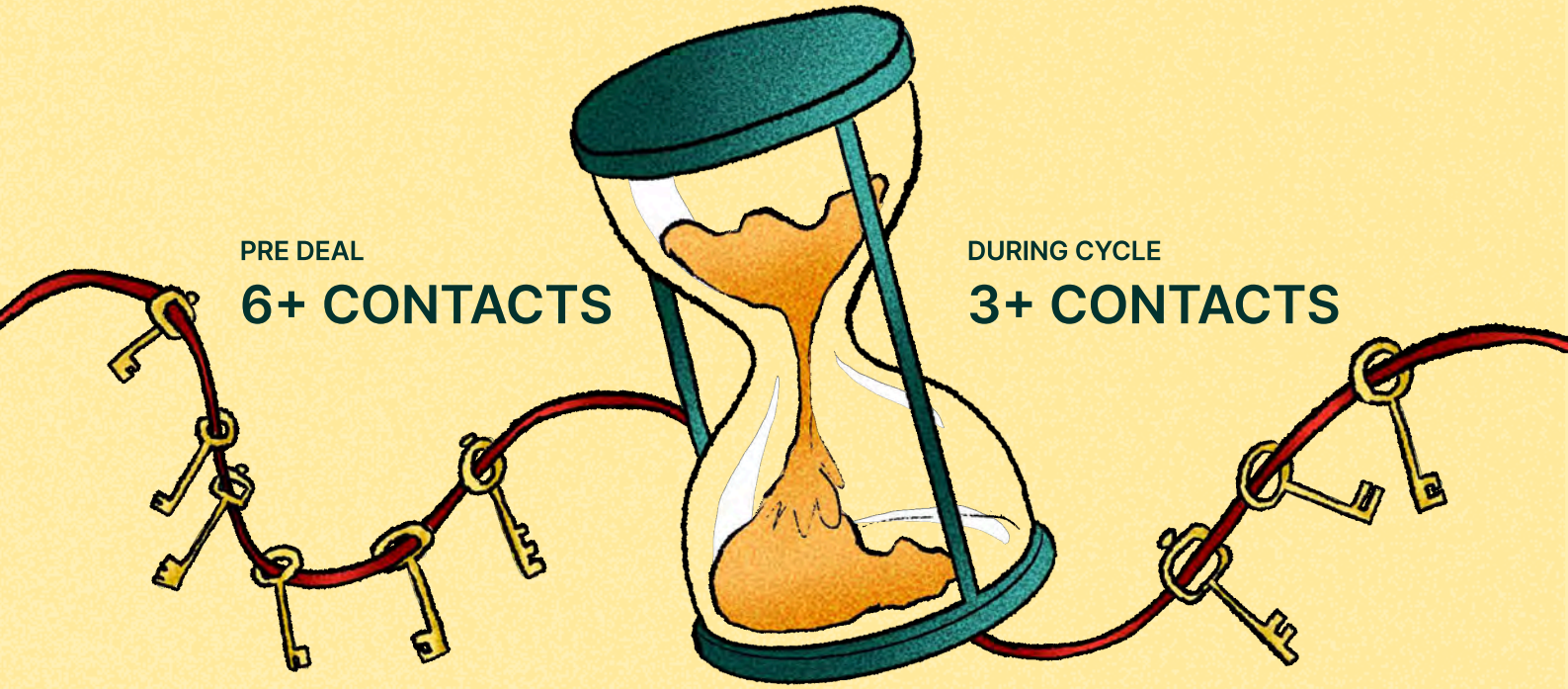
Deal Size	Pipeline WR Lift (1 → 3+ Contacts Engaged During-Cycle)
Overall	+16.3 pp
$25-50K	+15.8 pp
$50–100K	+22.8 pp
$100–250K	+14.8 pp
$250K+	+17.3 pp

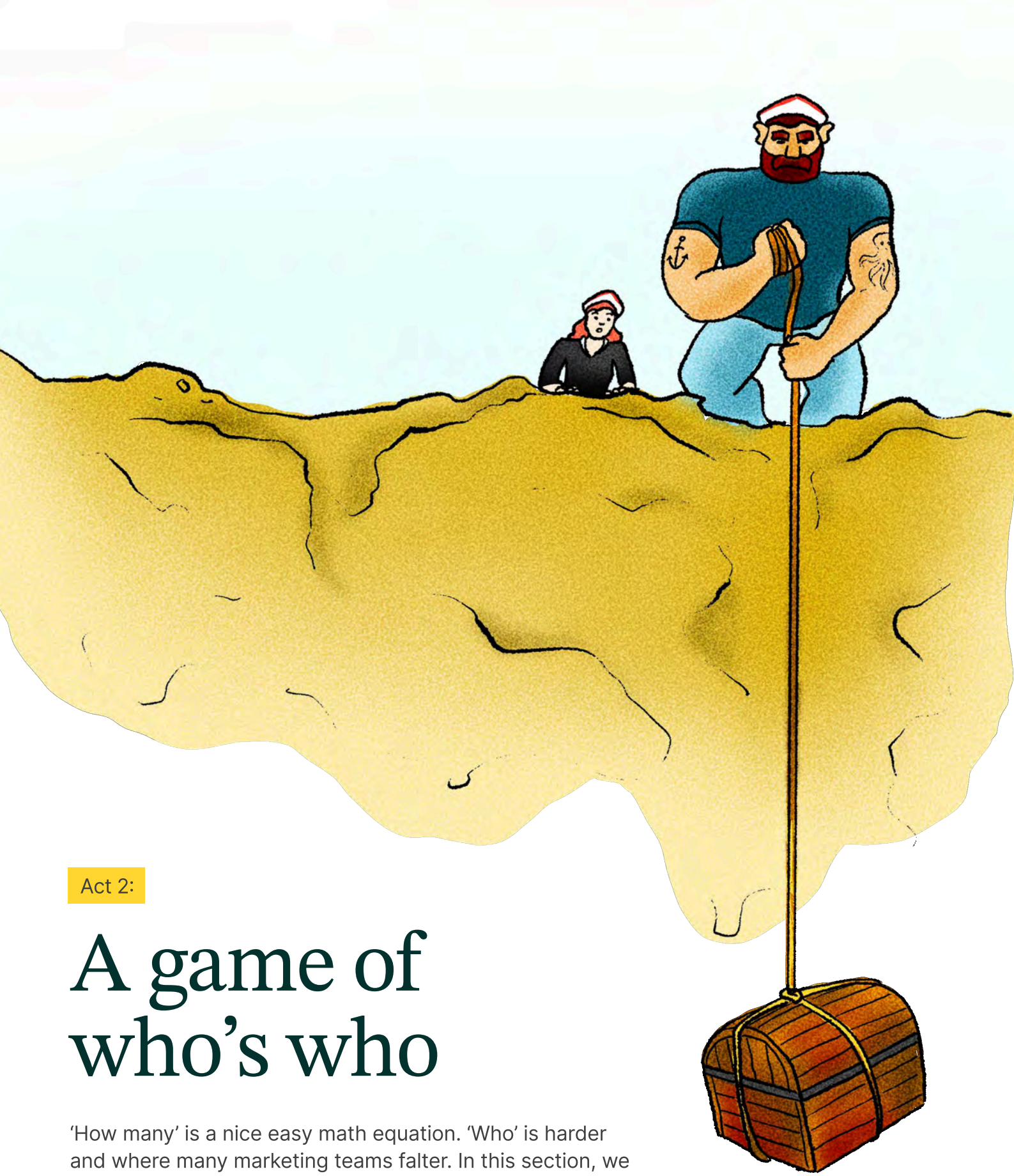
The clean prescriptive distinction

Pre-deal optimum: 6+ contacts. Built through content, events, and SDR or BDR outreach over months. Lower friction per touch, engaged over a longer period of time.

During-cycle optimum: 3+ contacts. Expand through multi-threaded discovery during the active deal. Higher friction per touch with intense engagement during decision-focused deals.

Together, these define what 'good' looks like at each stage of the engagement engine.





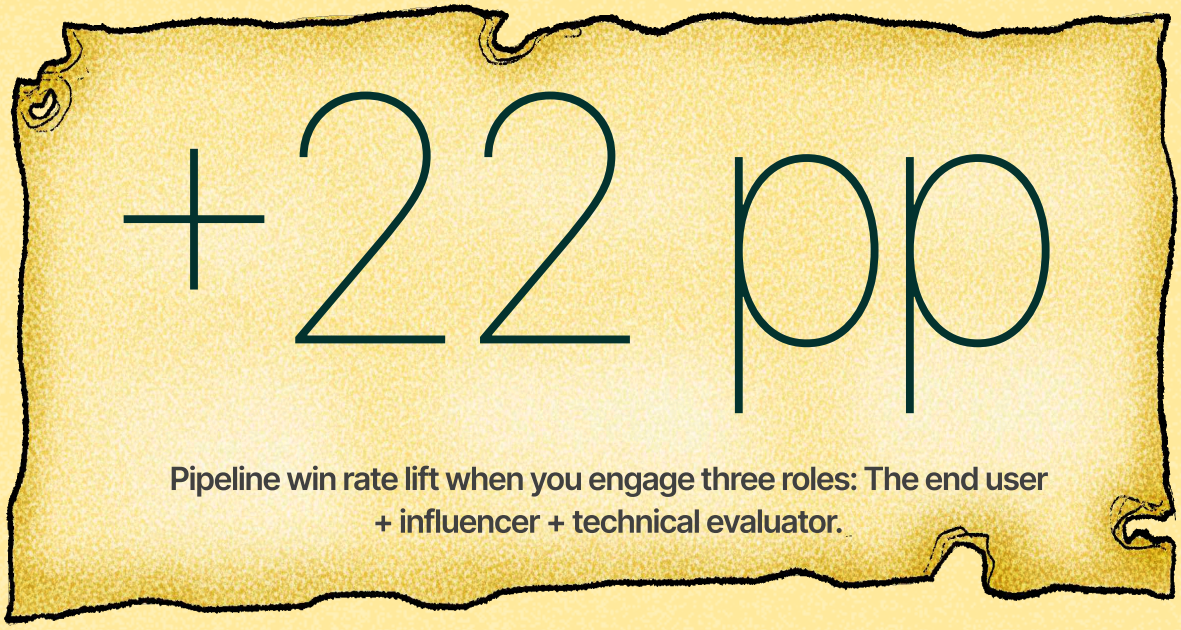
Act 2:

A game of who's who

'How many' is a nice easy math equation. 'Who' is harder and where many marketing teams falter. In this section, we uncover the impact that engaging multiple combinations of roles has on the success of your deals.

C.

The Venn diagram of end user, influencer, and technical evaluator



Most teams sort the buying committee by rank. CXO and VP level vs others. Senior versus junior is one dimension of 'who'. The other, and the more useful cut is by role: how many distinct parts of the buying organization the deal actually reaches.

Factors.ai tracks seven buying roles.

- Executive Sponsor
- Economic Buyer
- Technical Evaluator
- End User
- Procurement
- Legal
- Influencer

The strongest role combinations

Across the deals that we analyzed, three of them appear together on the strongest-performing deals often enough to be replicable: the end user, the influencer, and the technical evaluator.

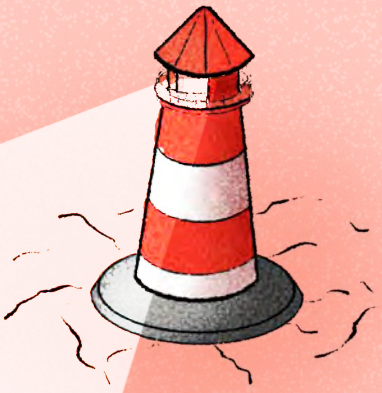


The combination with the highest lift in win rate is **End User + Influencer + Technical Evaluator** at **+22.0 pp**. More than nine percentage points higher pipeline win rate than when one of these roles is missed.

The instinct to model go-to-market motions around the executive sponsor made sense when buying committees were small and top-down. It makes less sense now, when 13-person committees include the people who will actually use the product every day and those people increasingly carry informal veto rights long before the contract is signed.

Audit your open pipeline against these three roles rather than against contact count. A deal with eight contacts drawn from one role is weaker than a deal with three contacts from three different roles.

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FACTORS CAPABILITY SPOTLIGHT:

Buying committee and contact level advertising

Most deals run on a single thread. One contact answers your emails, takes your calls, and tells you it's looking good, while the people who actually decide are invisible. When that contact goes quiet, changes roles, or turns out not to have the influence you assumed, the deal stalls and stops progressing.

The buying committee doesn't exist in a nice, easy org chart format. Factors pulls all the relevant contacts at an account and figures out who actually owns the problem you solve, so the stakeholders you're missing surface as names to engage.

One account. The whole committee:

- **Pulls the full pool:** Every contact at the account, not just the ones associated with an opportunity
- **Infers ownership:** Who actually owns the problem you solve, and who else will weigh in
- **Finds the gaps:** The committee members you aren't yet engaging
- **Sync specific contacts to LinkedIn:** Build an audience of exact individuals identified in the buying committee and and have it synced across all your campaigns
- **Personalizes emails:** Writes context-specific outreach emails so you simply have to push 'send'

See how it works → factors.ai/product/sales-intelligence

The GTM adaptation problem

A trend we observe across our customers is that as B2B companies move upmarket, the engagement strategy that worked in the SMB market does not scale to mid market and enterprise segments. The data is unambiguous on this.

SMB companies show almost no engagement adaptation as deal size grows.
Median total contacts on a sub-$25K deal: 2.0.
Median total contacts on a $250K -$1M+ deal: 4.0.

Mid-market companies, by contrast, scale engagement deliberately.
Median total contacts on a sub-$25K deal: 3.0.
Median total contacts on a $250K-$1M deal: 8.0.

At $250K-$1M deal size, mid-market companies engage twice as many stakeholders as SMB companies.

Companies that do not adapt their engagement playbook are losing. If your team is moving upmarket, the playbook that worked for a $25K deal will not work for a $250K deal.

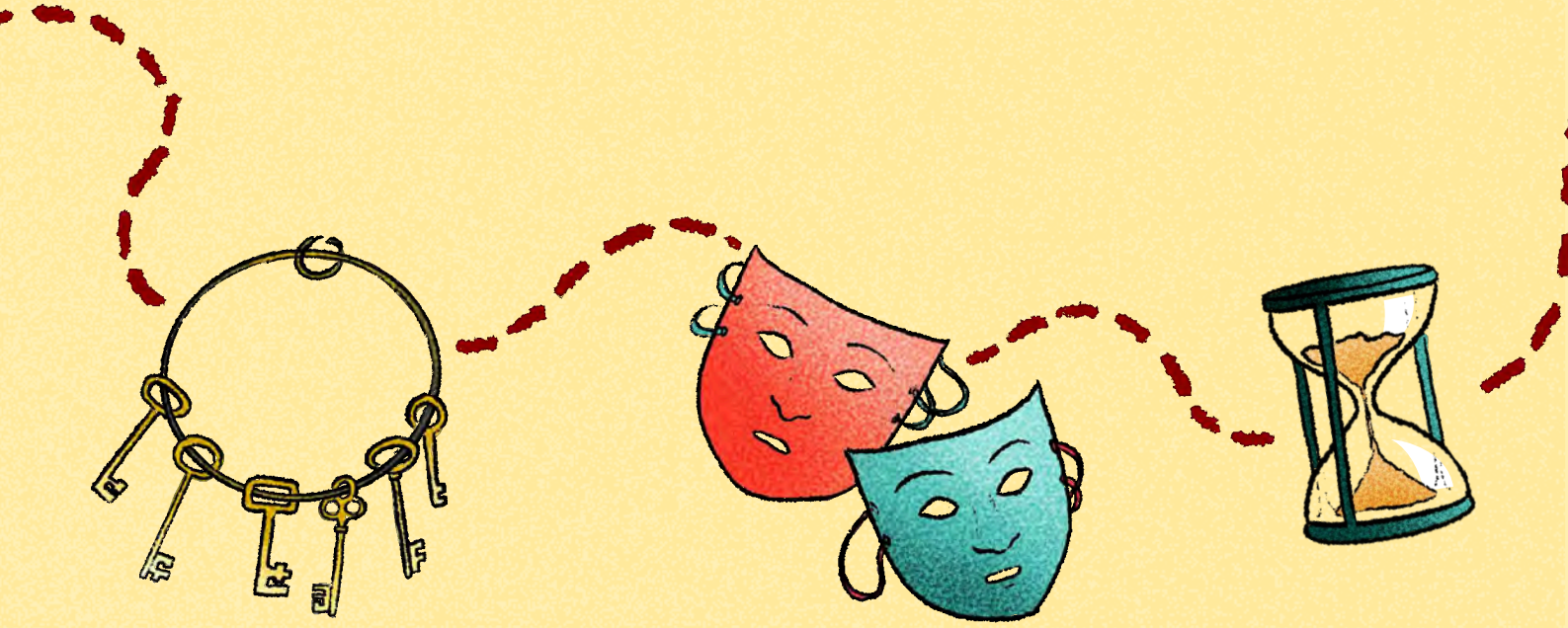
And companies that start out focusing on the SMB market are the ones that get this wrong most of the time.



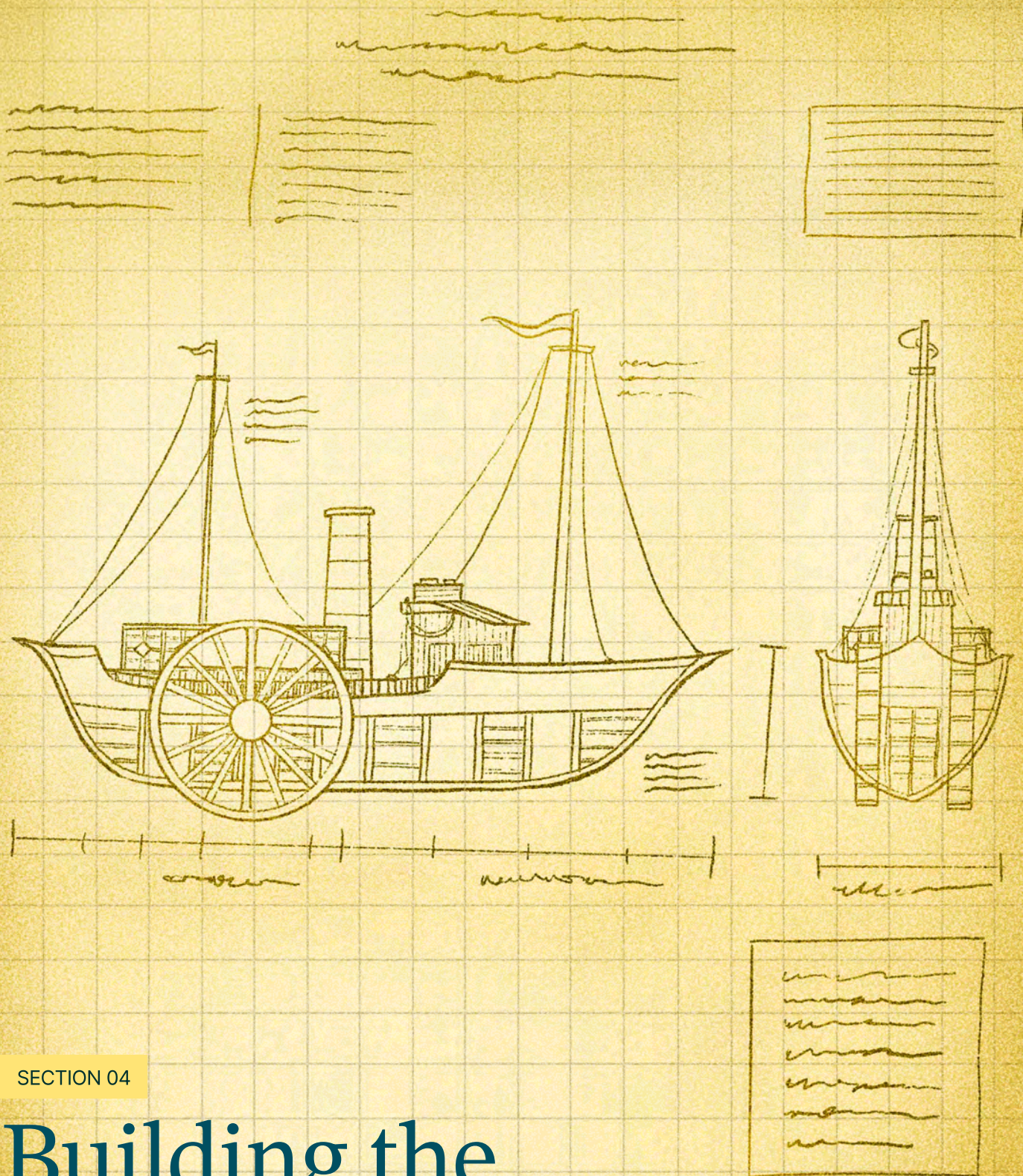
The coordinates that lead you to hidden treasure

Our data points to three simple rules for engaging the buying group:

1. **Engage more contacts:** Engage at least six contacts before the deal, and add three more during the deal cycle.
2. **Engage the right contacts:** Build engagement across three key buying roles in the right combination.
3. **Engage them earlier than the CRM record suggests.** Because by the time the deal exists, a quarter of their journey is over.



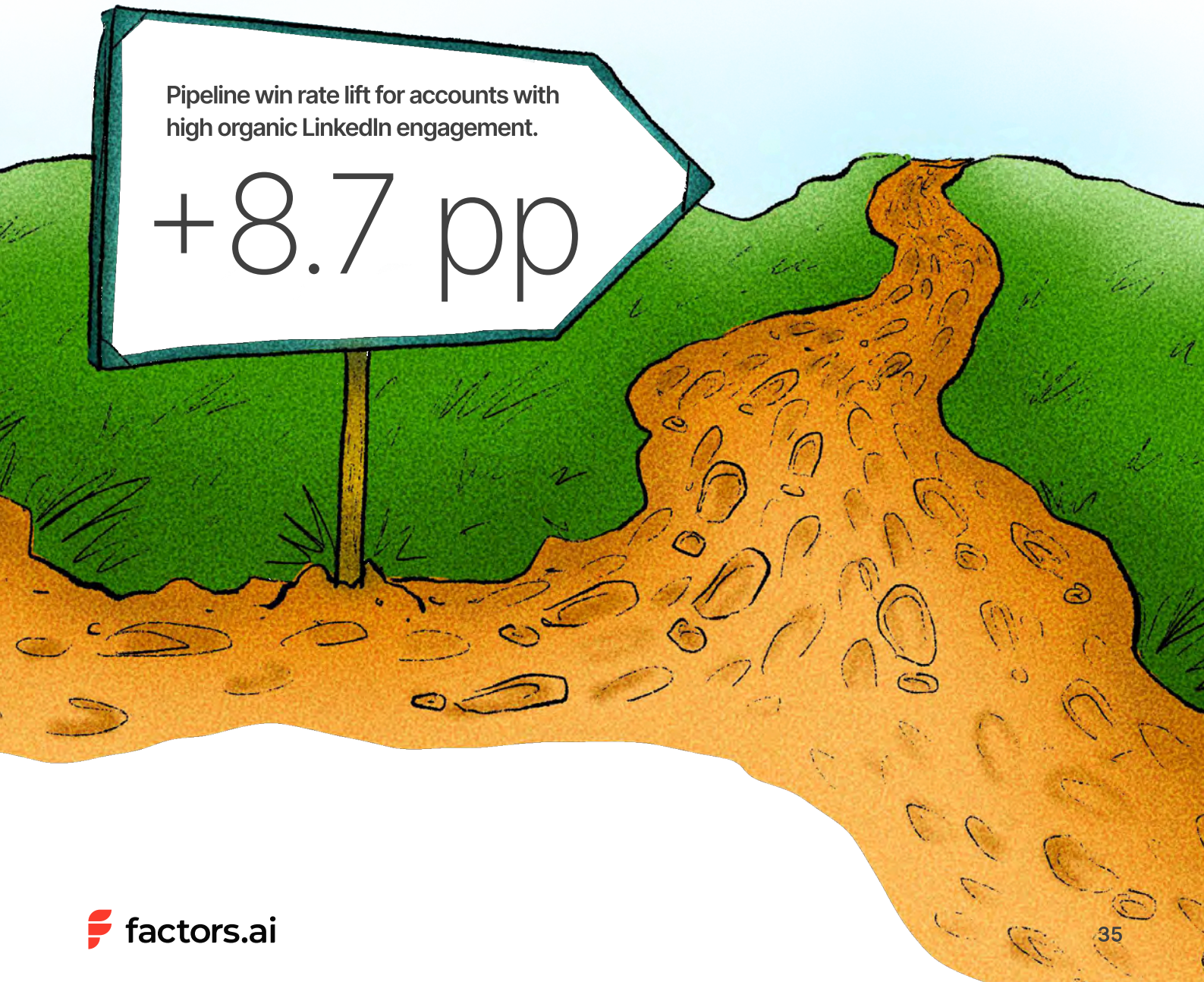
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SECTION 04

Building the revenue engine on LinkedIn

Organic builds trust. Paid guarantees delivery.





+6.9 pp

Pipeline win rate lift for accounts with high paid LinkedIn engagement.

Organic earns attention, but it cannot be scheduled, targeted, or scaled on demand. Earning a following takes sustained creative effort, a distinctive point of view, and people willing to put their names on the company's ideas, usually over years.

Paid is what puts the message in front of the accounts and roles you need, you need, at the volume that is required. Paid solves three problems that organic cannot.

Guaranteed delivery.

Organic reach is earned and therefore uncertain.

Paid puts your message in front of the accounts and roles you choose, on your schedule.

Reach beyond your network.

Organic compounds among people already connected to you.

Paid reaches the accounts that have never heard of you (most of them have not, let's be honest, you're not THAT famous).

Experiences organic cannot replicate.

LinkedIn Thought Leader Ads deliver the credibility of an individual's organic-style post with the targeting guarantee of paid.

LinkedIn Event ads carry a lifecycle of pre- and post-event experiences that an organic post cannot.

LinkedIn's Connected TV places your message outside the LinkedIn feed entirely.

The analysis in this section of paid and organic engagement at the account level is based on insights from LinkedIn's Company Intelligence API which is used by Factors.ai's customers.



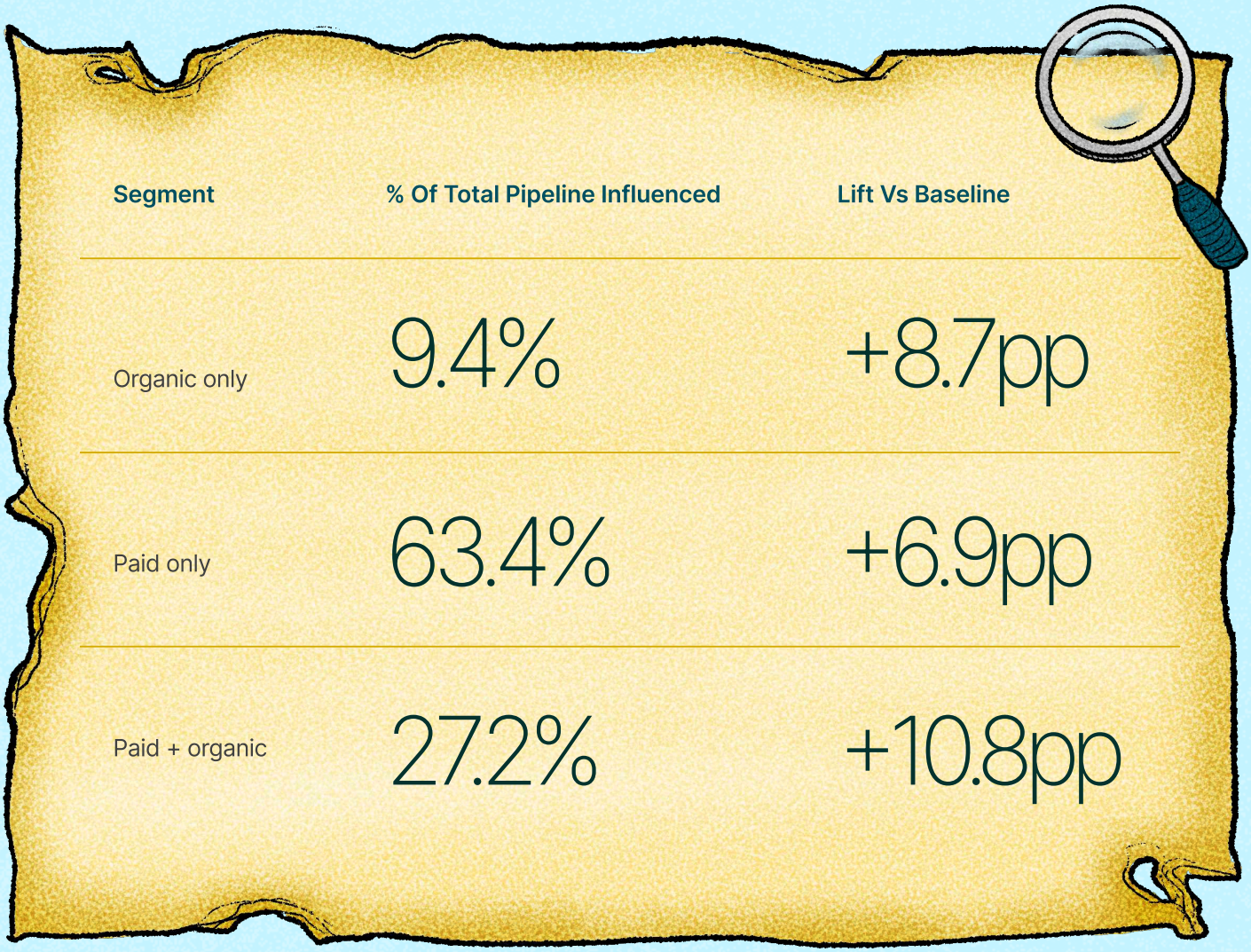
+10.8pp

Accounts with both paid and organic LinkedIn activity show a win rate 10.8pp above the baseline.

A.

Paid and organic both perform, but together they are chefs kiss





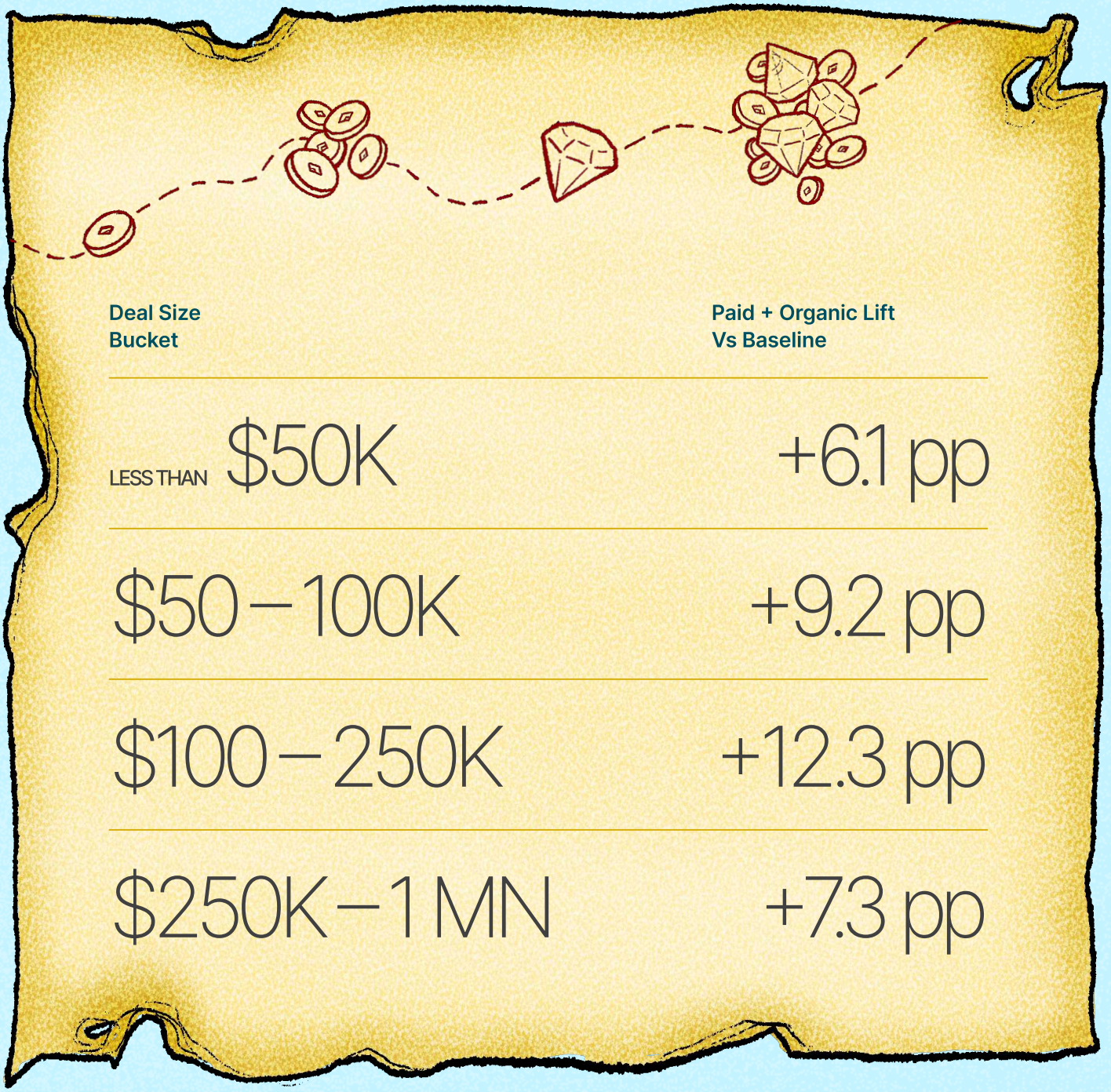
Segment	% Of Total Pipeline Influenced	Lift Vs Baseline
Organic only	9.4%	+8.7pp
Paid only	63.4%	+6.9pp
Paid + organic	27.2%	+10.8pp

Accounts reached on LinkedIn have higher win rates than those you don't reach. And when accounts engage through both paid and organic, win rates are highest.

Organic-only engagement suffers from lack of scale. In our dataset it only influenced less than 10 percent of the total pipeline. Paid serves as the accelerant that can be scaled and targeted. Paid and organic combined deliver the highest pipeline win rates at 10.8pp lift over the baseline.

Successful teams run both as one system. Organic builds trust and tests which messages resonate; paid puts those messages in front of the right accounts and roles.

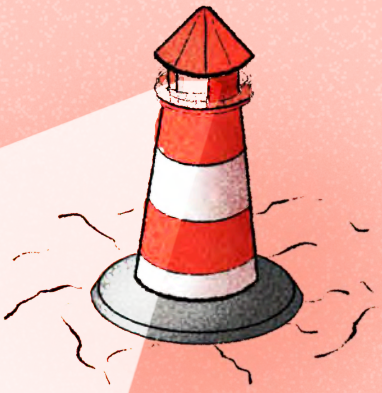
Running both engines lifts win rate across deal size buckets



Deal Size Bucket	Paid + Organic Lift Vs Baseline
LESS THAN $50K	+6.1 pp
$50 – 100K	+9.2 pp
$100 – 250K	+12.3 pp
$250K – 1 MN	+7.3 pp

Across every deal size bucket, combining paid and organic engagement improves win rates. Using both of the engines gives you the strongest impact on win rates.

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FACTORS CAPABILITY SPOTLIGHT:

Smart reach (LinkedIn AdPilot)

ABM campaigns have two competing goals: reach your entire target account list, while investing more in the accounts showing the most interest.

Say you have 2,000 to 5,000 target accounts. You want to make sure every account gets enough exposure to build awareness, but you also want to put more of your budget behind accounts that are actively engaging with your brand. Without account-level optimization, it's hard to balance these two goals. You may end up concentrating too much of your budget on a small group of accounts, while others on your target list receive little or no exposure.

Smart Reach solves this at the account level. It first works to maximize coverage across your target account list, preventing a few accounts from consuming a disproportionate share of impressions. It then uses engagement and intent signals to identify accounts showing stronger interest and automatically increases their exposure.

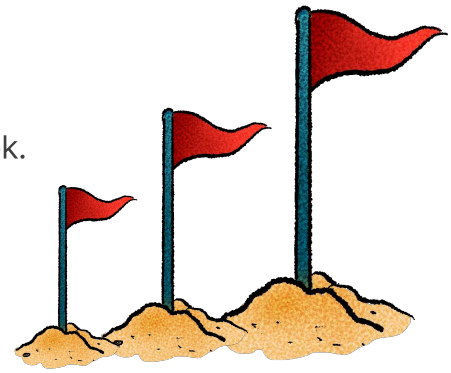
Signals like website engagement, G2 activity, and email engagement tell Smart Reach which accounts are heating up. As an account moves from awareness to active research, Smart Reach shifts more of your advertising investment toward it.

The end result is a campaign that reaches the full buying universe while concentrating spend where interest is highest, without marketers having to manually create multiple campaigns, maintain separate account lists, or constantly rebalance budgets.

See how it works → factors.ai/product/linkedin-adpilot

B.

LinkedIn organic rewards discipline, not perfection



Organic is a higher-leverage engine, so it has a short playbook.

- Learn from engagement
- Consistency is more important than brilliance
- Individuals get more clicks than companies

Organic is a laboratory. Post a point of view, double down on the angles that earn engagement, and retire the ones that do not. Experiment and find the content that survives this filter. It becomes the pre-validated creative for your paid campaigns.

Build a relationship (not a transaction) with your TAM. Consistent, genuine, relationship-building organic content keeps you visible before they start looking. The accounts you want to win are watching long before they are buying.

Lead with people. Founder-led and operator-led voices carry credibility that company pages cannot. A genuine point of view, even one that the market will disagree with, is what earns the follow. The format mix matters less than the voice: video, long-form posts, and hand-drawn frameworks all work when the perspective is real.

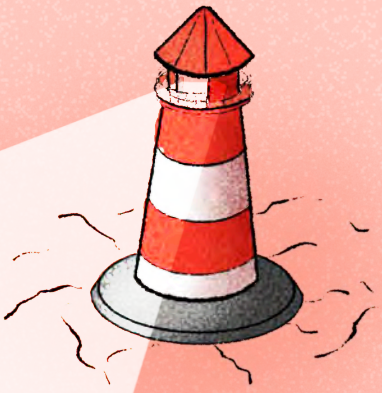
Our Recommendation: Start with organic video, then amplify with paid.

Organic video is the easiest place to start. A founder or operator can pick up a phone, share a genuine point of view, and publish without any production overhead. Once it finds an audience, amplify distribution using Thought Leader Ads

Growth Resource: Read more →

https://www.linkedin.com/business/marketing/blog/smb/the-growth-threshold-how-smbs-buy-and-what-marketers-should-know/

factors.ai



FACTORS CAPABILITY SPOTLIGHT:

Campaign management routines (LinkedIn AdPilot)

Getting the maximum return on LinkedIn spend comes down to two disciplines that most teams still do manually: putting the right accounts and the right people in front of your ads, and moving budget toward what is working.

Bid and budget management

For a performance marketer running dozens or hundreds of LinkedIn campaigns, keeping bids and budgets aligned to performance is one of the most time-consuming jobs of the week. Checking each campaign, nudging bids up or down, and shifting budget toward what's converting is tedious and often arbitrary. Factor's agents do this continuously, adjusting bids and budgets in response to how each campaign is actually performing. The daily maintenance disappears, and spend stays concentrated where it produces pipeline.

Campaign Management Routines

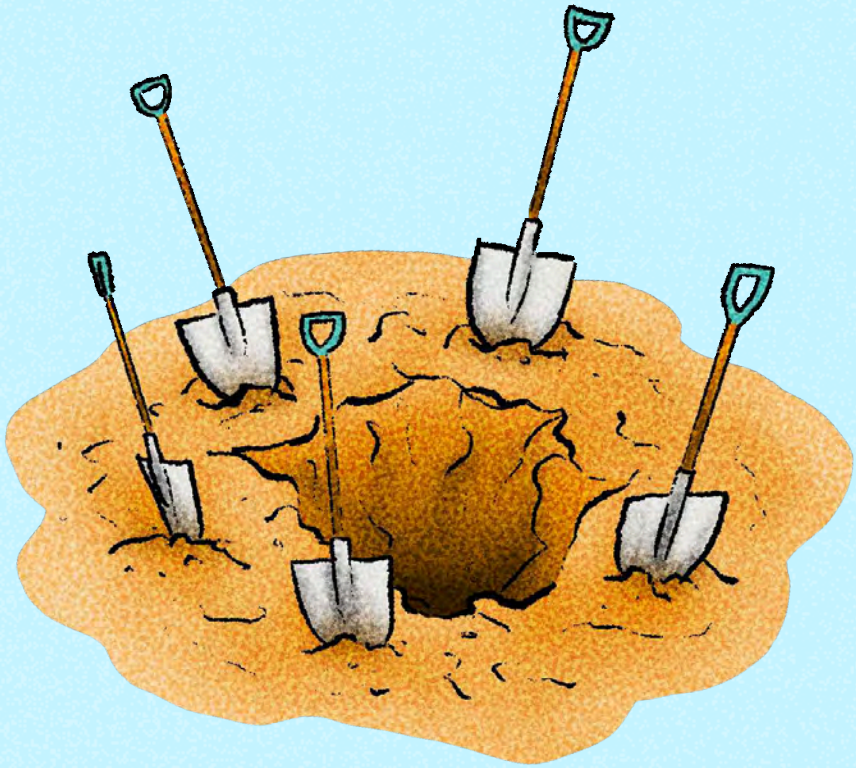
Bid and budget agents handle the tuning. Routines let you delegate everything else a campaign manager checks by hand.

A Routine is an agent you brief in plain English. It runs on your schedule or watches for a condition, reads your live campaign data each time, and reports back on Slack or email. For example:

- "Alert me if any LinkedIn campaign's spend jumps more than 40% in a day."
- "Every Monday, send me LinkedIn campaign performance week over week, broken down by format and objective."
- "If a campaign's cost per lead crosses $200 for three consecutive days, pause it and notify me."

Routines create actions, not just another report. An agent can pause a campaign, adjust a bid, or flag a fatigued creative, and it asks before it acts. You review the recommendation and approve it. Overspends get caught the day they happen instead of in the monthly review, and the judgment stays with the marketer.

Campaign monitoring is the most common job customers hand to Routines today. Campaign summaries, creative fatigue alerts, budget pacing checks, and spend anomaly flags top the list.



C.

The seniority trap in paid

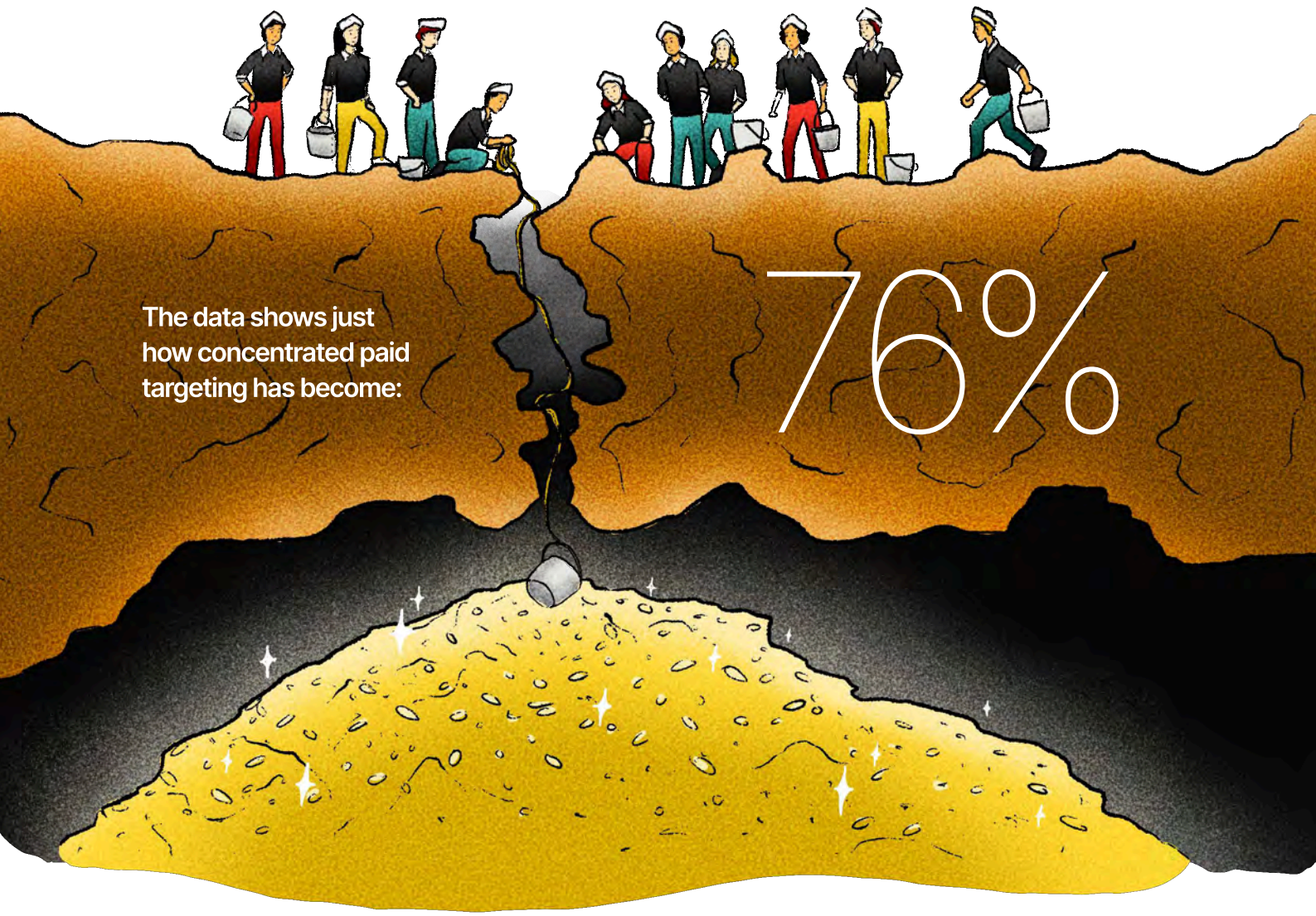
Everyone is targeting the same executives

LinkedIn's targeting precision makes it easy to focus on senior decision-makers. And marketers do just that. Our data shows 76% of spend explicitly targets directors through owners, while 94% exclude entry-level, training and unpaid roles.

Targeting senior leaders makes sense, but they are only part of the buying committee.

As we saw in Section 3, win rates improve most when influencers, technical evaluators and end users are engaged alongside leadership. These roles increasingly shape the shortlist, yet they are often missing from paid campaigns.

The executive is the one signing the contract, but it's the buying committee that decides which contract they sign.

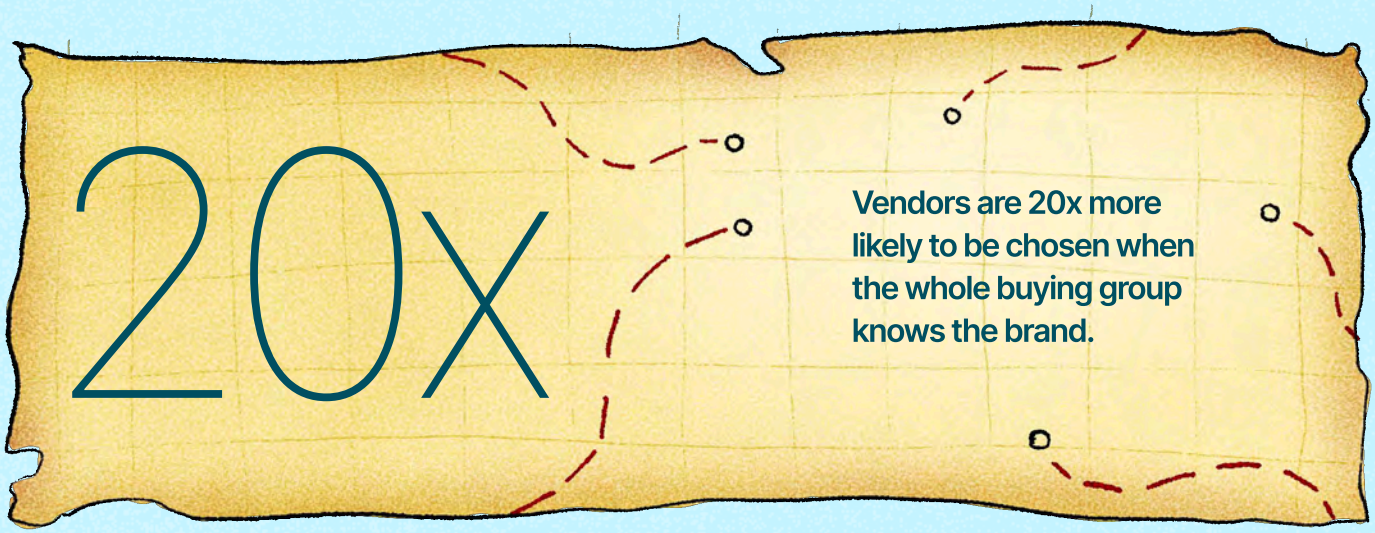


76% of title-targeting spend is concentrated on Director, VP, and C-suite titles; this is only 13.9% of all distinct job titles on LinkedIn.

When most marketers target the same small pool of senior titles, competition for their attention increases, while the rest of the buying committee remains under-engaged. The opportunity is to use this imbalance to your advantage: reach the less-targeted members of the buying committee, build awareness before they enter an active buying cycle, and potentially get more coverage from the same budget.

LinkedIn and Bain's buyability research reinforces the importance of broader coverage: vendors are 20x more likely to be chosen when the whole buying group knows the brand, compared with when only the technical champion knows it.

Concentrating only on executives is a problem. Winning requires building awareness and engagement across the entire buying committee.



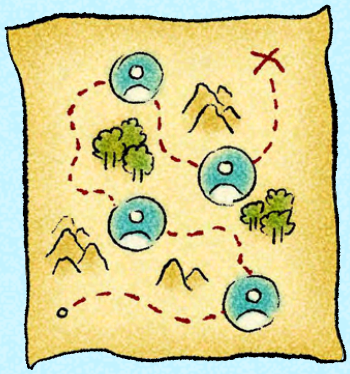
Recommendation: Target the committee, not the entire org chart.

Two LinkedIn-native alternatives deliver committee coverage without losing precision:



Option 1: Job-title targeting.

Define the buying group for your software in title terms (solutions architects, security analysts, RevOps managers, marketing operations leads) and target those titles directly. Maps to the people who actually evaluate your product.



Option 2: Sync account or contact lists.

Build the ICP outside LinkedIn, identify the full committee at each account, prioritize the ones that need to be engaged with, and push the list in as a LinkedIn Matched Audience.

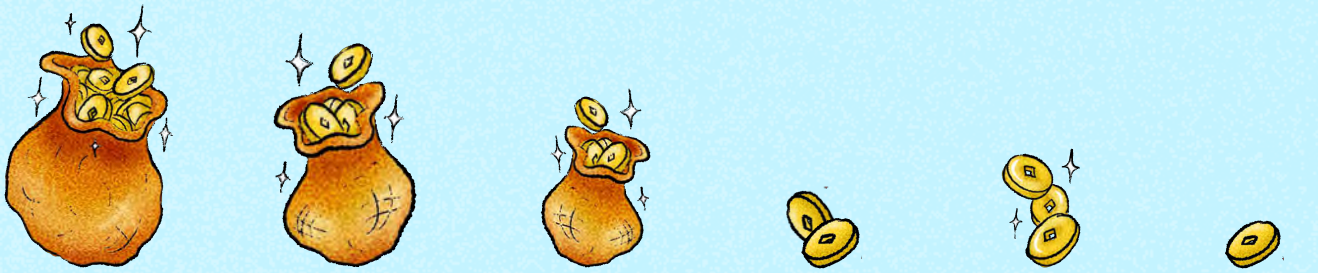
Source: LinkedIn and Bain & Company, The Principles of Buyability, 2026.

D.

What advertisers are actually spending on

The objectives B2B advertisers choose reveal how they are adapting their marketing playbooks.

Lead generation remains the largest investment, accounting for 38% of spend. Other dominant objectives include website visits (20% of spend), brand awareness (14% of spend) and website conversion (9% of spend). But the fastest-growing objectives are engagement (12% of spend) and video views (7% of spend).



38%	20%	14%	9%	12%	7%
Lead Generation	**Website Visits**	**Brand Awareness**	**Website Conversion**	**Engagement**	**Video Views**

The most effective strategy combines two approaches:

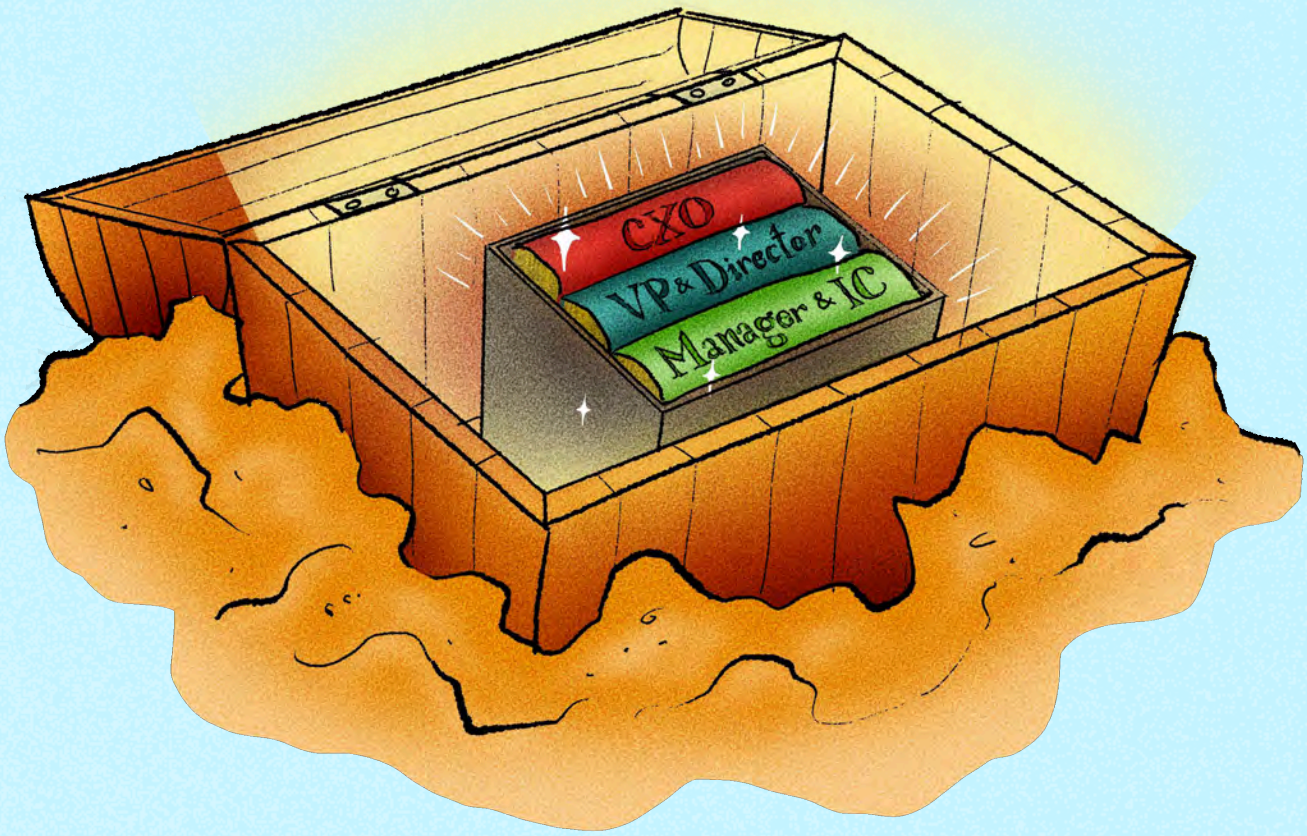
- Build awareness and engagement at scale through brand awareness, engagement and in-feed formats such as video and Thought Leader Ads.
- Capture demand with targeted lead gen campaigns, using different playbooks for different members of the buying committee.

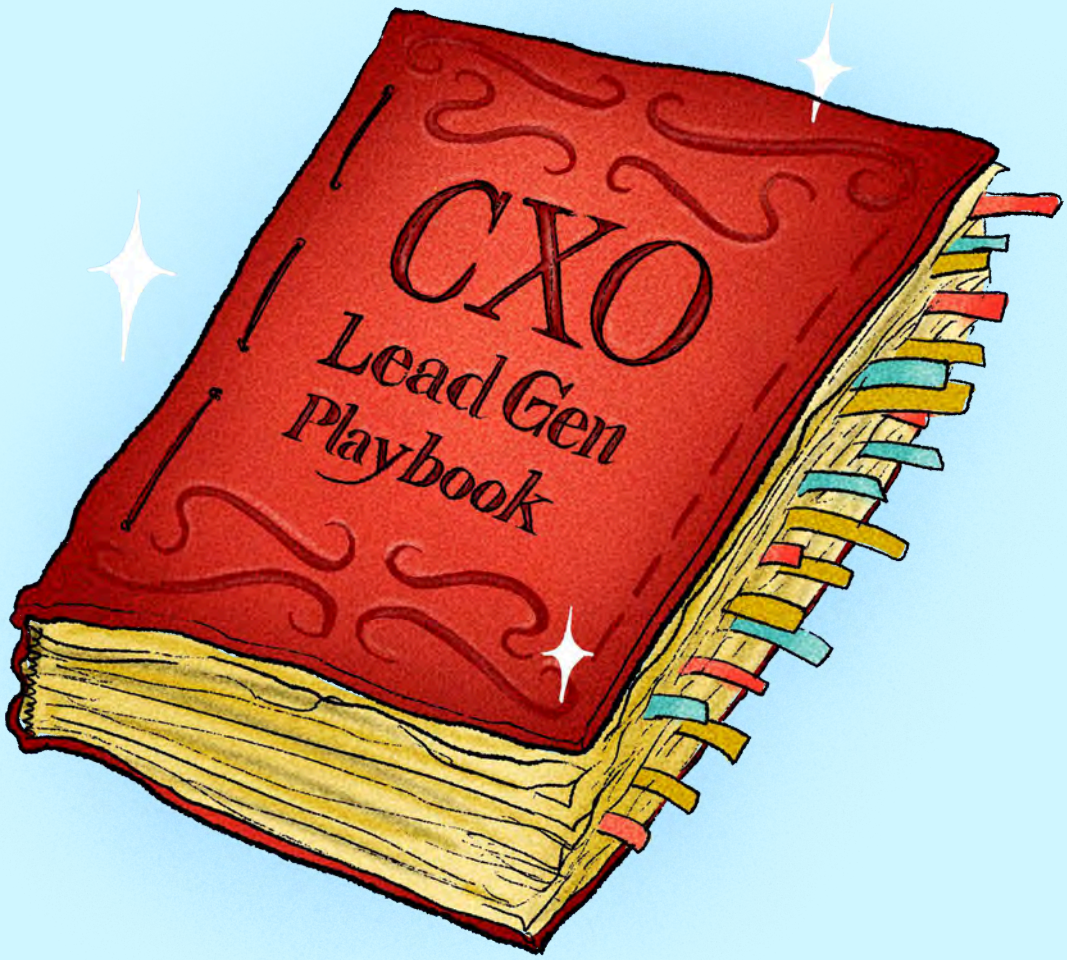
In the section below we detail the most dominant Lead Generation playbooks by seniority as per our data.

Lead gen targeting CXOs

Lead generation typically means capturing leads through gated content (ebooks, reports and whitepapers), event registrations, or demo requests.

We looked at what the serious advertisers targeting CXOs put behind the gate, and there is a very distinct pattern. They aren't gating generic content. They're gating very specific assets, the ones that an executive will hand over an email address for.



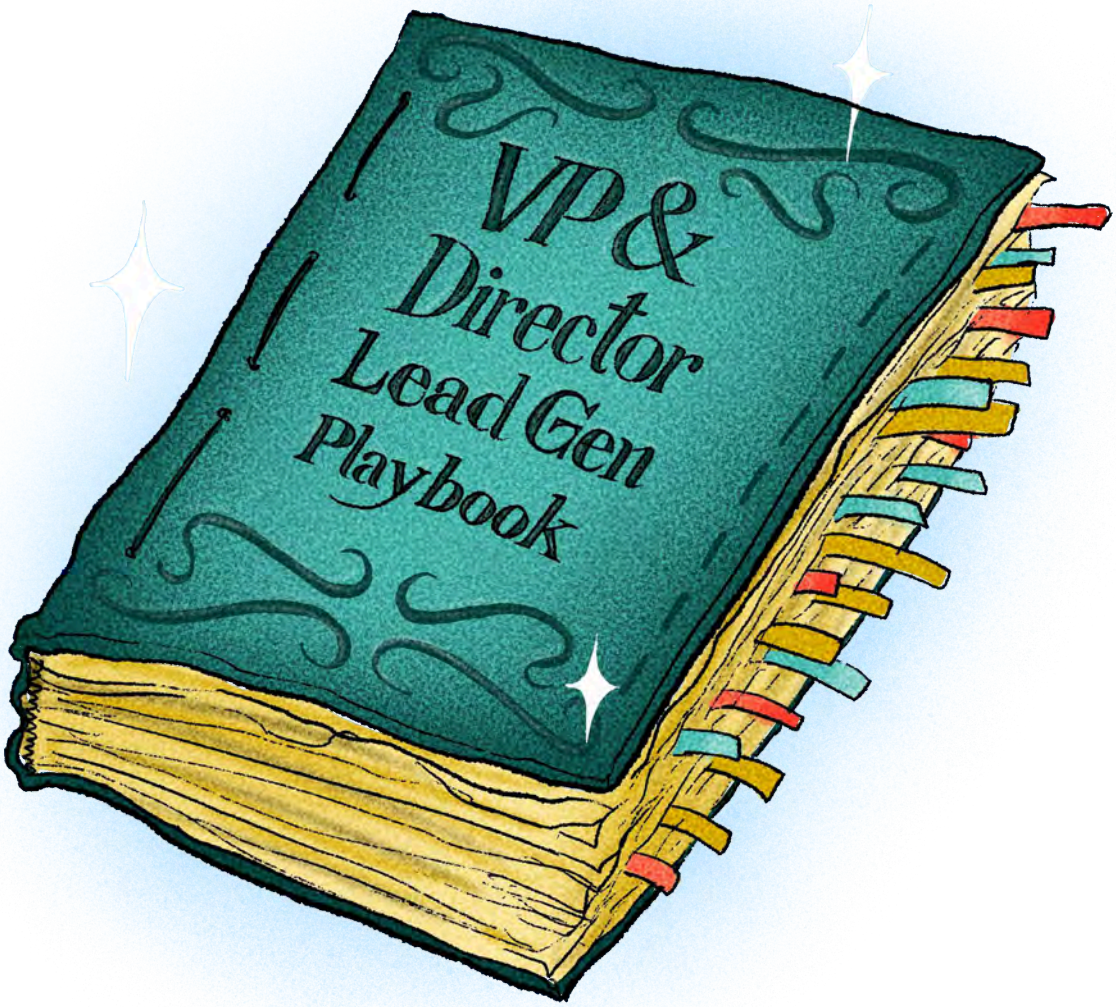


The CXO lead gen playbook

Analyst-grade research: Gartner and Forrester-style reports, or original benchmark studies with data that an executive drops straight into their board deck.

Role-specific content: Not "The B2B Marketing Guide" but "The CFO's Playbook for Evaluating Marketing ROI". Insights and intelligence they can't get anywhere else.

Dinners and events: High-value invitations to peer-led networking events. Here, "lead generation" is really capturing an RSVP.



VP and director lead generation playbook

This is the group that actually turns up to executive roundtables and invitation-only dinners. What earns the RSVP is peer access rather than product.

Peer access is the key: Small-group roundtables and invitation-only dinners where the draw is who else is in the room and not the product you sell.

Benchmarks they can use internally: Data on what comparable teams are doing, in a form that can easily be transferred to their planning deck.

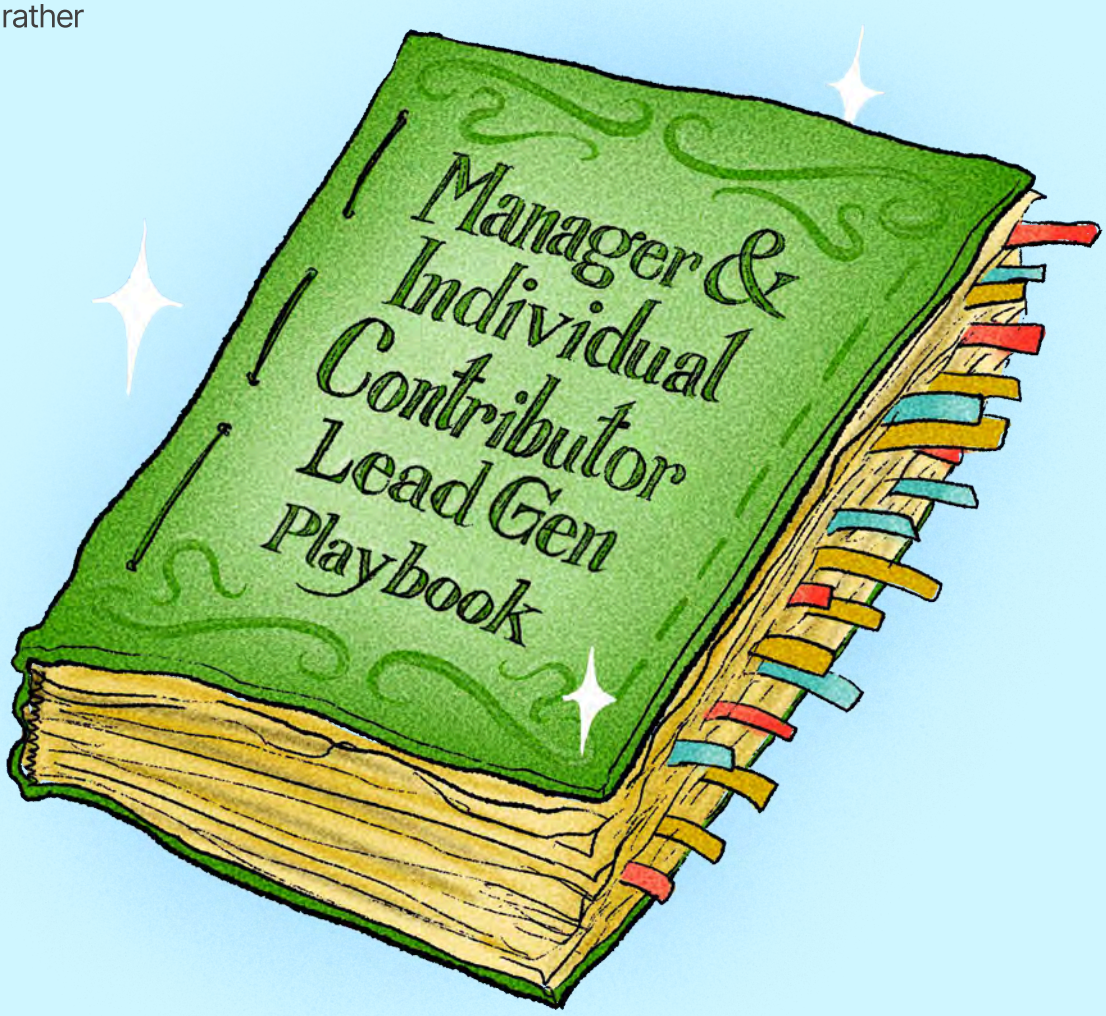
Manager and individual contributor lead generation playbook

Managers and individual contributors demonstrate a different pattern. Webinars are the highest performing lead generation channel for this persona, followed by tools, calculators and playbooks. The reason is practical: a webinar costs an hour, needs no travel, and requires nobody's approval.

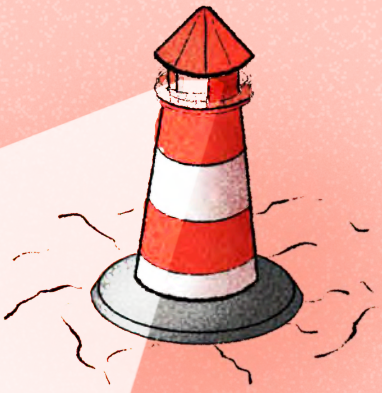
Webinars, at scale: The one format this group actively seeks out. Low commitment, self-serve, and available on demand.

Tools > theory: Templates, scripts, calculators, and checklists that solve a problem this week rather than next quarter.

Comparison and evaluation content: Tool comparisons and buying guides. These are the evaluators and end users who shape the shortlist before leadership ever sees it.



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FACTORS + LINKEDIN CAPABILITY SPOTLIGHT:

Audience sync

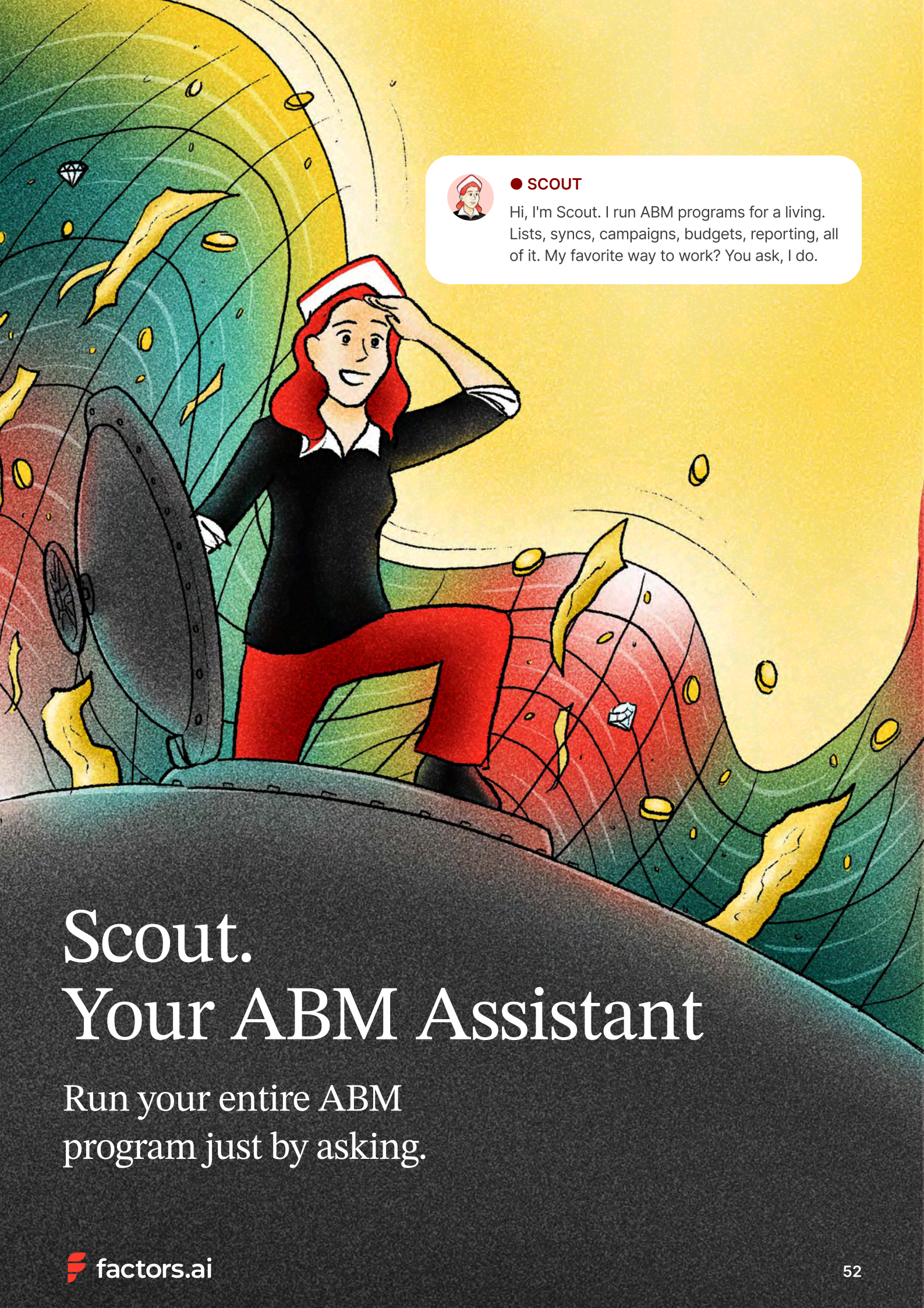
One of the easiest ways to lift your LinkedIn ROI is to target spend on the accounts that are already aware of and engaging with you. Factors unifies your CRM records with G2 activity, website intent, and Bombora intent into a single account view. It then pushes that audience straight into LinkedIn, syncing both company-level and contact-level audiences.

At the company level, Factors sends the company URL and the other identifiers LinkedIn needs to match accounts cleanly. At the contact level, it sends the name and company fields that LinkedIn matches against, so more of your list resolves to real members instead of being lost due to a poor match.

Audience Sync synchronizes every relevant contact, regardless of source. Many CRMs only let you push marketing contacts, which abandons your sales-sourced and enrichment-sourced stakeholders. It also auto-refreshes your audience, so your campaigns keep pace as accounts and contacts move through your pipeline.

Because you are reaching accounts that already know you, engagement is higher while the cost per lead and cost per outcome falls. This gives you the best ROI from your campaign spend.

See how it works → factors.ai/product/linkedin-adpilot



Scout.
Your ABM Assistant

Run your entire ABM program just by asking.

YOU

Hey Scout, can you build me a list of companies that recently raised funding?

SCOUT

Done. Here are 500 companies with funding in the last 90 days.

YOU

Can you cross-reference that with my CRM? Show me who's already in there and who's new.

SCOUT

120 are already in your CRM; 380 are net-new logos. What do you want me to do with them?

YOU

Let's tighten the list to our ICP fit. I don't want our budget going to accounts that'll never close. Drop anything off-profile.

SCOUT

Filtered to 140 ICP-fit accounts - right size, industry, and tech stack.

Ask me anything ...

YOU

Ok. Get us in front of all of them on LinkedIn. Launch a campaign aimed at the buying committees.



SCOUT

Audience synced to LinkedIn Campaign Manager. Campaign live against all 140 accounts, reaching the full buying committee at each one.

YOU

Send the same list to my SDR team as well. I want outbound running alongside the ads.



SCOUT

Done. List pushed to your outbound tool, with account context attached so your SDRs aren't starting cold.

YOU

Ok great. Can you keep an eye on spend. If a segment isn't engaging, I want move the budget to the ones that are.



SCOUT

Budget rules set. I'll shift spend toward the segments showing real engagement and flag anything burning budget without traction.

Ask me anything ...

YOU

The moment anyone from the list shows interest, alert me and bump them to the top of the outbound queue.



SCOUT

Alerts setup. The second an account engages, it's flagged and prioritized for your team to reach out with a personalized email draft.

YOU

Thanks. Can you show me what's converting and what our campaign effectiveness has been?



SCOUT

On it. Building out a detailed report on pipeline and engagement by segment.

Ask me anything ...

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SECTION 05

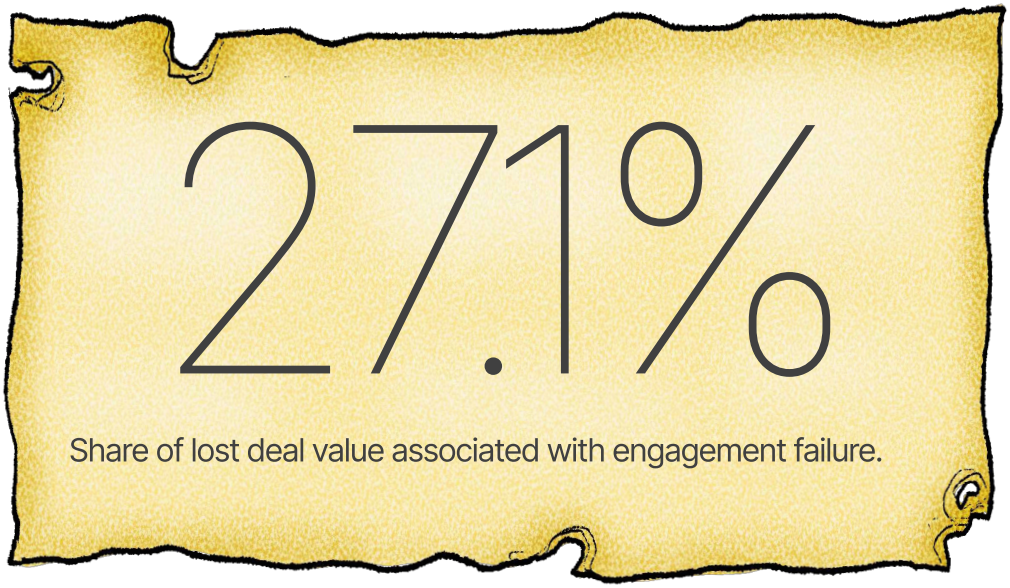
Measuring account engagement

A prescriptive guide for marketers to measure the effectiveness of their account engagement strategy

Sections 1 through 4 established what account engagement looks like when it works.

Under-engagement costs you more than your competitors do

Engagement failure is a much bigger constraint than many companies realize. Product gaps and competitive pressure take months or years to address. Improving account engagement is a lever Marketing can act on today.



Across documented losses on the Factors.ai platform, 27.1% of lost value was associated with engagement failures:

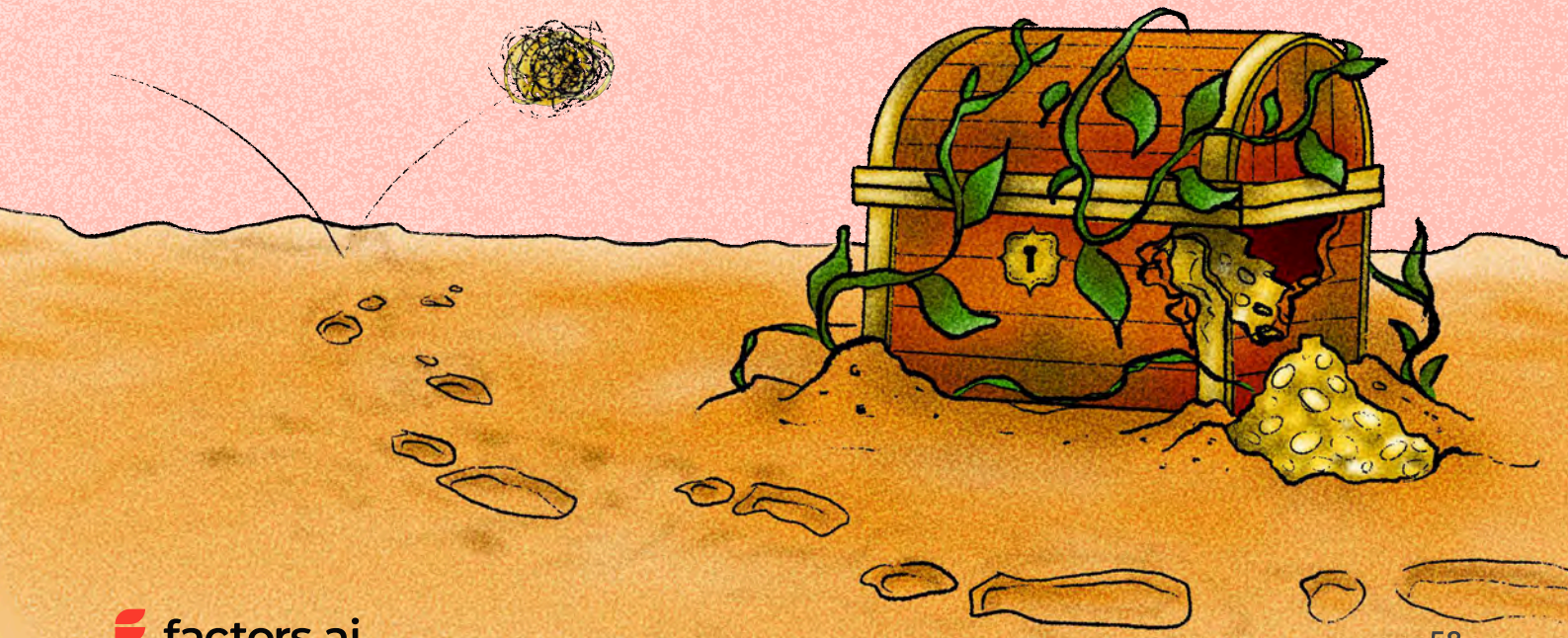
- 21.8% - the account went dark or stopped responding
- 4.2% - the buying group failed to reach a decision
- 1.1% - the team could not reach or retain the right decision-maker

By comparison, 19.3% was lost to competition and 13.5% to product gaps. This 27.1% of lost deals aren't problems with the product or the market. They are what happens when a deal runs on a single thread: one champion goes quiet, no one else at the account is engaged, and the deal decays rather than being lost.

The bigger the opportunity, the more engagement matters

49.5%

Share of lost value associated with engagement failure, for opportunities between $250K and $1M.



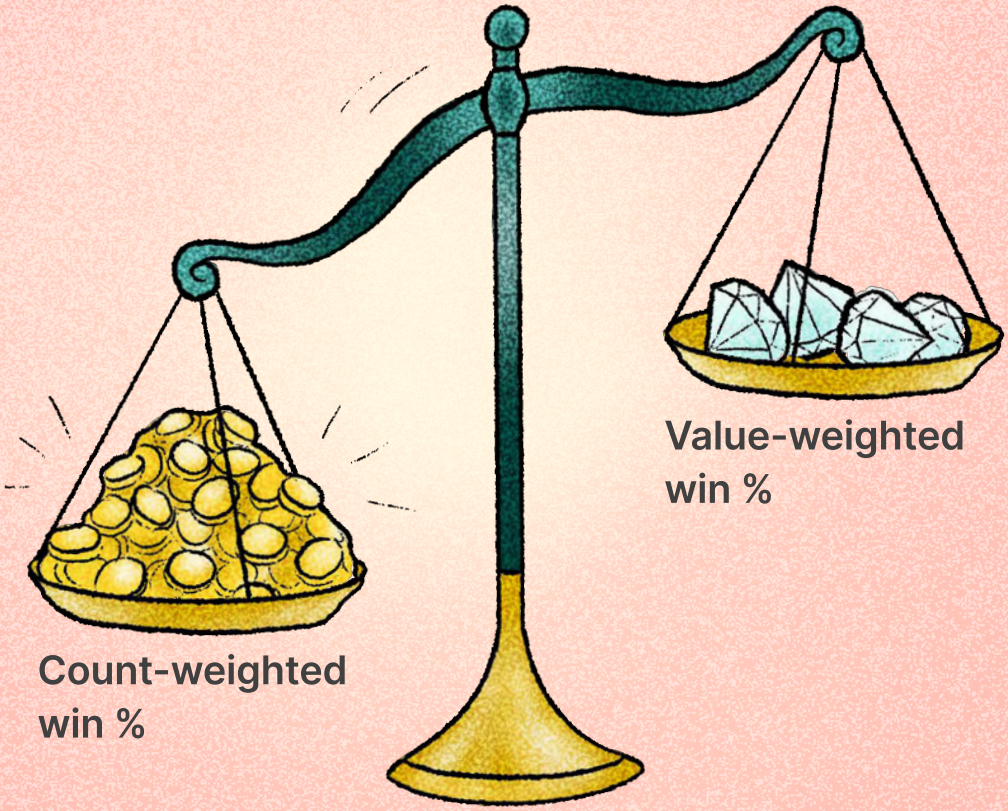
The problem becomes even more pronounced as opportunities become larger and more complex.

Larger opportunities carry more stakeholders, longer cycles, and more internal scrutiny. As the buying committee grows, it becomes harder to keep everyone on the same page.

Account engagement cannot stop at generating awareness or identifying a single champion. Marketing needs to help build familiarity across the broader buying group, both before and during the buying process.

The opportunity is not simply to generate more leads or create more pipeline. It is to engage more of the right accounts and buying committee for longer.

The same pattern shows up in overall win rates. Across companies, we see a 7.9 percentage-point gap between deal-count win rate and value-based win rate. In other words, companies tend to win a higher proportion of smaller opportunities while losing a disproportionate share of larger ones.





Marketers know this. It's their measurement system that holds them back.

None of this is news to marketers. Ask any demand generation lead whether broader engagement improves their odds and they will say yes. Ask them to prove it to a CFO and the conversation changes.

Most companies still rely on last-click attribution, which limits the channels marketing can invest in and makes brand awareness especially difficult to justify.

In this section, we introduce a three-pronged measurement framework to help marketers move beyond the "last-click death trap."

1.

Influence attribution - channel and program level

Influence attribution counts the qualified accounts and opportunities each channel or campaign touched, and the pipeline and revenue attached to them.

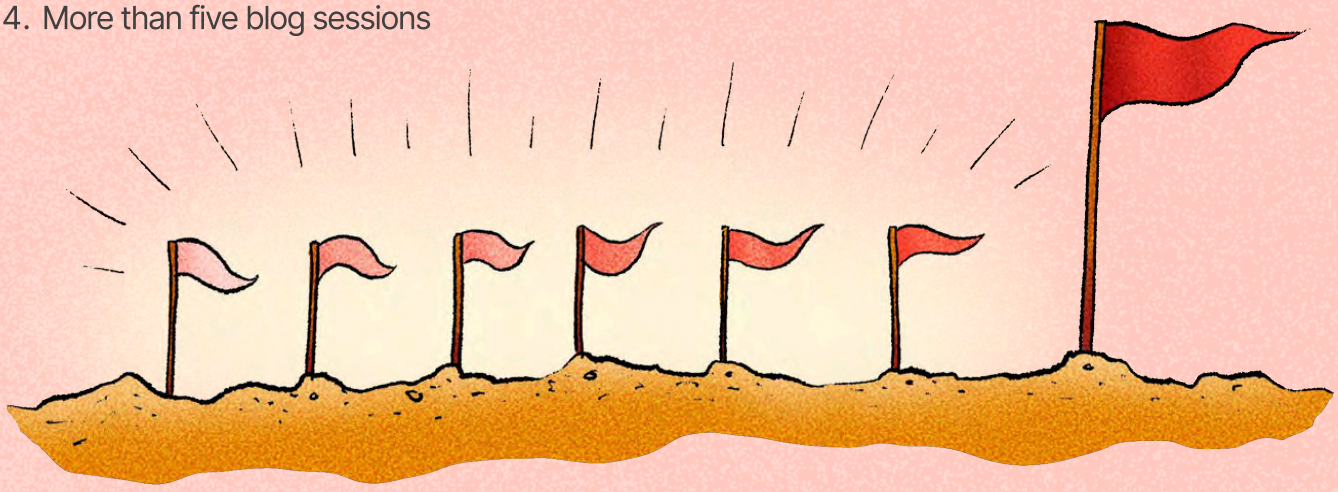
Unlike touch-based attribution, Influence Attribution does not try to assign credit for a conversion to individual channels. It recognizes that multiple channels and campaigns work together to move an account through the buying journey, and that splitting credit between them is fundamentally flawed.

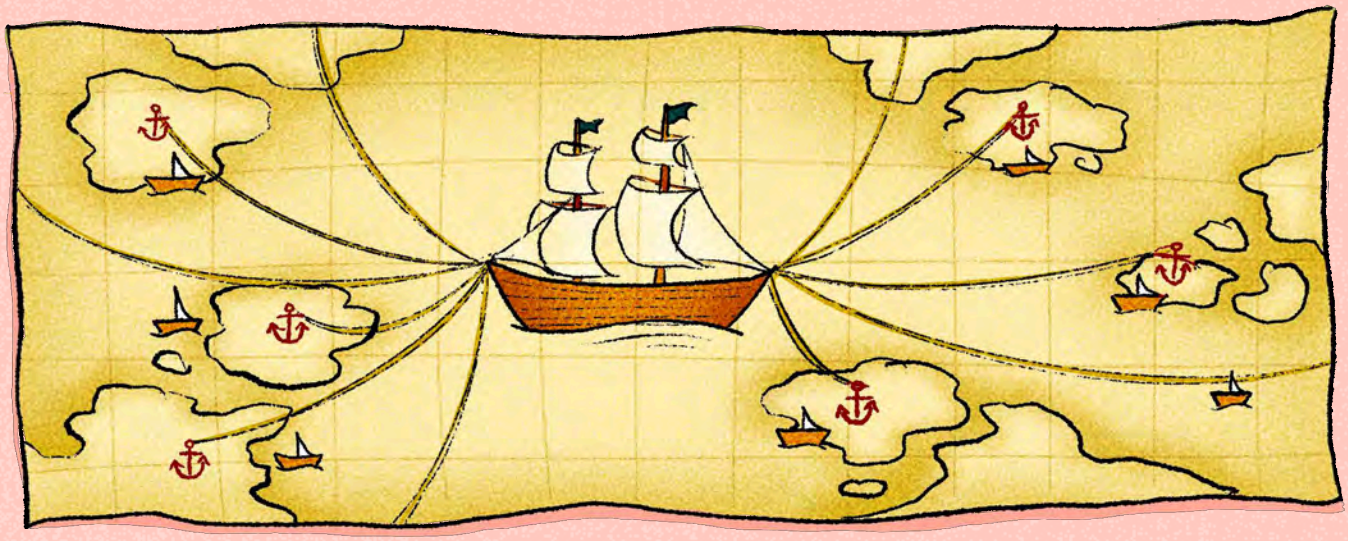
When implementing an influence-based attribution model, marketing teams need to consider three things:

Count accounts (not just leads)

B2B decisions are made by buying groups, and a model that credits individuals will keep telling you that the person who filled the form mattered more than the six people who never did. Set a threshold per channel for what counts as influence, and apply it at the account level:

1. 1,000 impressions or five engagements on LinkedIn paid
2. A webinar registration
3. A lead captured from paid search
4. More than five blog sessions





Let the credit double-count

The same pipeline or revenue will show up under multiple channels and campaigns. That's expected. The goal is to get a view of which channels touch the most business outcomes when you aggregate by channel.

Roll up to program, not just channel

A program is an initiative that spans channels, such as a new product launch running across email, organic content, webinars, and LinkedIn. Measuring at program level, with a drill-down into channels, tells you which initiatives moved the business and which channels carried them.

Channels influence each other, and single-channel reporting hides it

If you scale down paid search, demos from direct and organic traffic often fall too. Similarly, more LinkedIn brand investment usually shows up as higher branded search volume. These relationships are correlational, and they depend on your specific channel mix. So it's better to measure them in your own data than to borrow assumptions from someone else's benchmarks.

To measure this cross-channel impact, Factors provides a flexible Account-level Funnel Report. It helps marketers answer questions such as:

- Do LinkedIn campaigns improve email marketing response rates?
- Are accounts that download an ebook more likely to respond to SDR outreach?
- Are accounts that register for a webinar more likely to upgrade after signup?

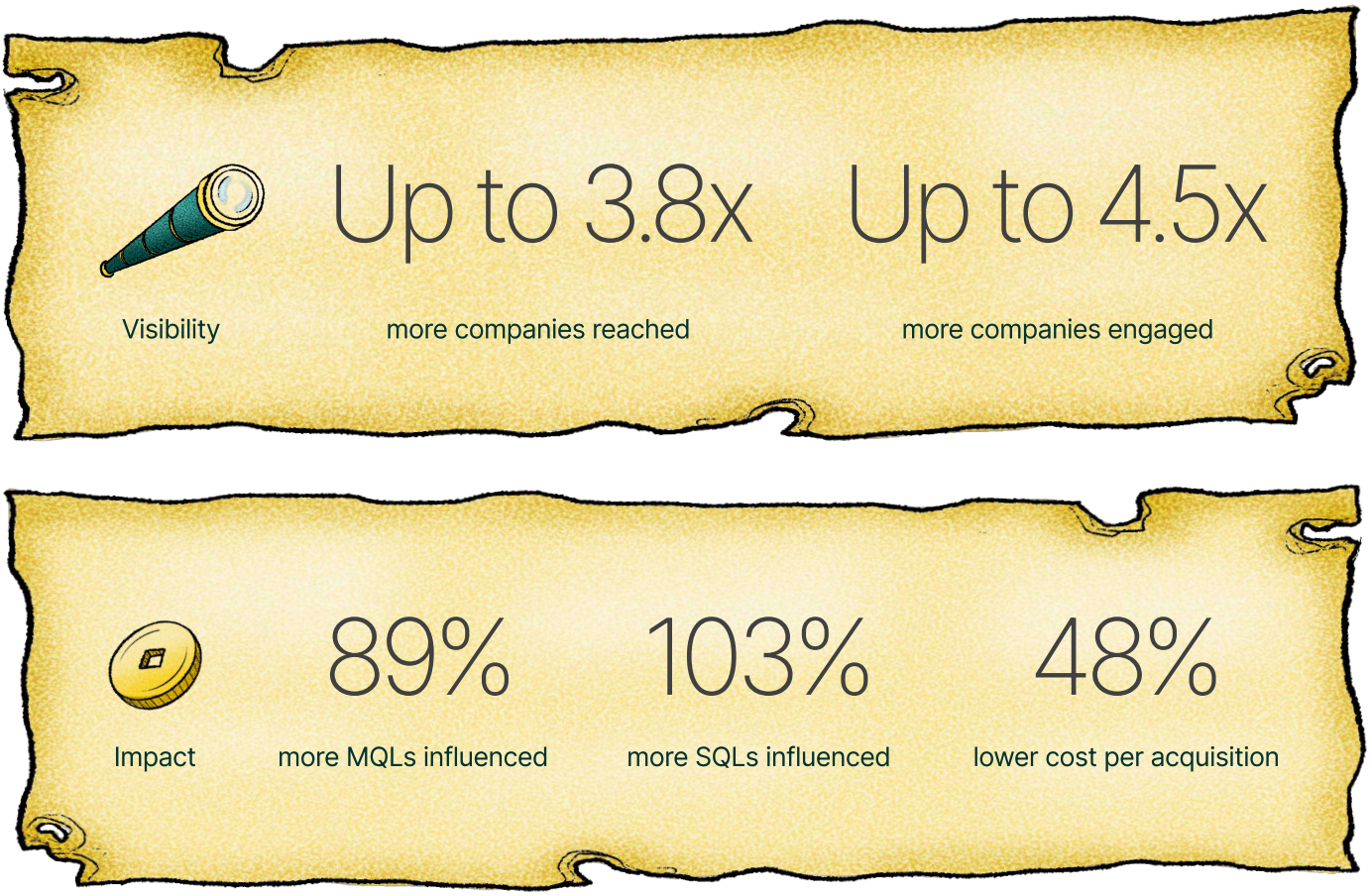
Funnel Reports also let marketers define the time between conversions and analyze funnels at the **account or user level**. You can require a specific sequence of events or use an open funnel, giving marketers flexibility in how they analyze the buyer journey.



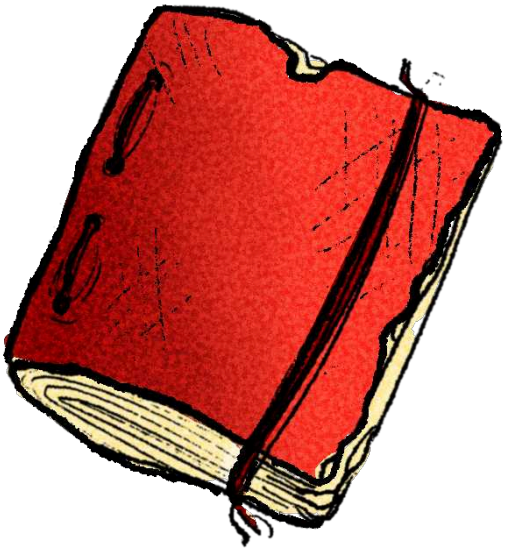
Among Factors customers, where LinkedIn engagement is present, the median account shows:

- 64% higher meeting-to-opportunity conversion
- 187% higher conversion from content-page visits to demo bookings for ICP accounts
- 52% higher paid search conversion rates for ICP accounts

When Factors customers moved to LinkedIn Company Intelligence, this is what changed:



The visibility gains represent companies that were already being reached and engaging, but were outside the matched audience and therefore invisible in reporting.



2.

Set your account engagement band

Marketing has spent a decade being judged on whether it started an opportunity. Sourcing asks whether marketing initiated it. Influence asks whether marketing touched it anywhere along the way. Neither tells you whether you engaged an account well enough to tip the scales in your favour.

Past a certain level of engagement, win rates and opportunity sizes improve. Below it, they do not. Find that threshold in your own closed opportunities and you have a number you can measure against inside the quarter, without waiting for revenue to arrive.

Map what actually happened

Start by recording engagement on every opportunity. Count campaign responses, LinkedIn impressions, and website activity together. Break the record out by seniority, and capture two numbers: how many individuals engaged, and how much engagement they generated.

Tier	People engaged	Campaign responses	LinkedIn impressions	Web sessions
C-level	1	2	400	6
VP	2	3	900	15
Director and below	3	4	1,300	24
Account unattributed	9 anonymous	-	1,500	26

Define engagement bands

Before you set any thresholds, segment your pipeline. The lift figures below only hold up if you compare like with like.

A single engagement bar across the whole pipeline doesn't work. A deal with a 200,000-person enterprise looks nothing like a deal with a startup, and averaging them together gives you a threshold that fits neither.

So split your closed opportunities into buckets first. If the data in your CRM is clean, segment on prospect firmographics like employee range or revenue range. If it isn't, segment on opportunity value instead.

Turn the record into bands

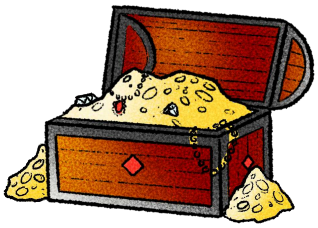
Next, group the opportunities in each segment by how much engagement they received. The tricky part is that engagement types aren't equivalent: someone attending a field event and someone registering for a webinar are very different signals, and assigning manual weights to each type quickly turns subjective.

A more reliable proxy is what the interaction cost you to generate. A thousand account-level impressions may look less valuable than a form fill, but at typical LinkedIn CPMs those impressions cost around $100 to deliver, where an email click costs closer to a dollar.

Weight by cost and effort, then let the historical outcomes in each segment show you where the natural clusters sit. Those clusters become your bands.

Band	What it means
None	Nothing captured at any tier
Low 	Bottom cluster of engaged accounts
Medium 	Middle cluster
High 	Top cluster

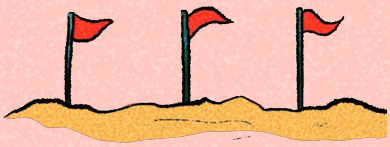
Calculate the lift



For each band, work out what those deals should have produced if they had performed like the segment as a whole. Multiply the number of opportunities in the band by the segment win rate and the segment average deal size, then compare that to what the band actually produced.

Band	Opps	Wins	Win rate	Avg won deal	Actual revenue	Expected at segment avg	Lift
None	120	24	20%	$38,000	$912,000	$1,863,000	−51%
Low	160	47	29%	$43,000	$2,021,000	$2,484,000	−19%
Medium	130	55	42%	$50,000	$2,750,000	$2,018,000	+36%
High	70	34	49%	$52,000	$1,768,000	$1,087,000	+63%
Segment	480	163	33%	$46,600	$7,451,000	-	-

If you analyze this table, three things come out of it.



1. **Medium engagement is a good bar.** Going from low to medium engagement is a 55-point swing in lift. Going from medium to high adds another 27 points, but across less than half as many deals. Aim to get your engaged accounts to at least medium, and push toward high only where the deal economics justify the extra investment.



2. **Under-engagement has a measurable cost.** The "none" band delivered $951,000 less than the same deals would have at segment-average performance. Not all of that was winnable, but these were deals of comparable size, sold by the same team, in the same segment, the main variable was the level of engagement behind them.



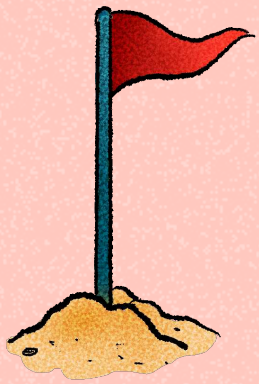
3. **You don't have to wait for deals to close.** Band distribution can be pulled on open pipeline today, which makes this a leading indicator you can act on within the quarter rather than a post-mortem.

A caveat worth stating: this analysis works at the segment level, not deal by deal. Individual deals will break the pattern in both directions, some high-engagement deals will stall, and some low-engagement deals will close anyway.



3.

Report these numbers, monthly



Here are six metrics that we recommend you measure and report every month to showcase engagement in your accounts.

Metric	What it tells you
Influenced Pipeline	Number of deals in the pipeline that marketing engaged along the way, not just the ones it created
Influenced Revenue	How many closed deals did marketing help to move
Pair-wise Cross Channel Impact	The impact a channel has on improving the ROI of other channels
Share of segment at or above the bar	Whether you're engaging enough of the right accounts
Lift at Medium and High	Whether clearing the bar still pays here
Accounts moved up a band this period	Whether this quarter's work changed anything

Re-derive the bands annually, or sooner if your pricing, segment mix, or channel mix changes materially. A threshold describes how buyers behaved last year, and buyers keep moving.

The lever you can move this quarter

Product roadmaps take quarters. Competitive dynamics take years. Budget cycles take whatever they take.

Account engagement is one of the few inputs to revenue that marketing controls directly, on its own timeline, without waiting for another team to move first.



> The work starts long before an opportunity appears in your CRM, and it continues through the buying journey.

Conclusion: From benchmarks to blueprints

For the past 20 years, B2B marketing has largely run on the same playbook: capture leads, and measure what happened after someone showed up on your radar. That playbook is no longer enough. The world buyers operate in has changed, and this report lays out a blueprint for how marketers can win in it.

There are four shifts that stand out.

Timing. Your prospects are researching you long before your CRM says they are in-market. Meaningful LinkedIn engagement begins 124 days before a deal is created, followed by sustained activity on your website.

Engagement. Winning marketers engage more people, across more job roles, for longer: six or more contacts before a deal, three or more added during the active cycle.

Where you engage. Buyers form opinions well outside your website, so meet them where their attention already is. On LinkedIn, focus on organic for credibility and paid for consistent presence with the accounts that matter.

Measurement. You cannot run this new playbook on measurement models like last-click attribution. Influence attribution, cross-channel lift, and engagement lift show what is actually moving accounts toward revenue.

Measurement matters the most. The marketers who win won't just be the ones with the best campaigns, they'll be the ones who first get their stakeholders to agree on a better way of measuring marketing.

Our data tells us what works. I hope this report gives you the evidence, and the direction, to act on.

Praveen
Co-founder and CMO of Factors.ai

Credits

No pressure, but this report had to be better than the previous one. We think a good report needs strong data, some compelling inferences, and actionable strategies. We don't just tell you a bunch of numbers and then leave you marooned with no way to actually use the information.

This report was conceptualized by Factors.ai and authored by NeonTrumpet.

We took Factors.ai proprietary data, relied on a few strong coffees, had many late-night discussions, and applied our business and marketing analyst hats to come up with strategies to use this data for the good of your business.

With good data comes great responsibility.

factors.ai

Factors.ai is a B2B demand generation platform with integrated analytics and campaign management. Our goal is simple: help marketers consistently drive quality pipeline.

Trust by 1,000+ marketers across tech startups and enterprises, Factors.ai leverages buyer intelligence, account insights, and automated activation to deliver stronger results across LinkedIn, Google Ads, and ABM.

neon trumpet.

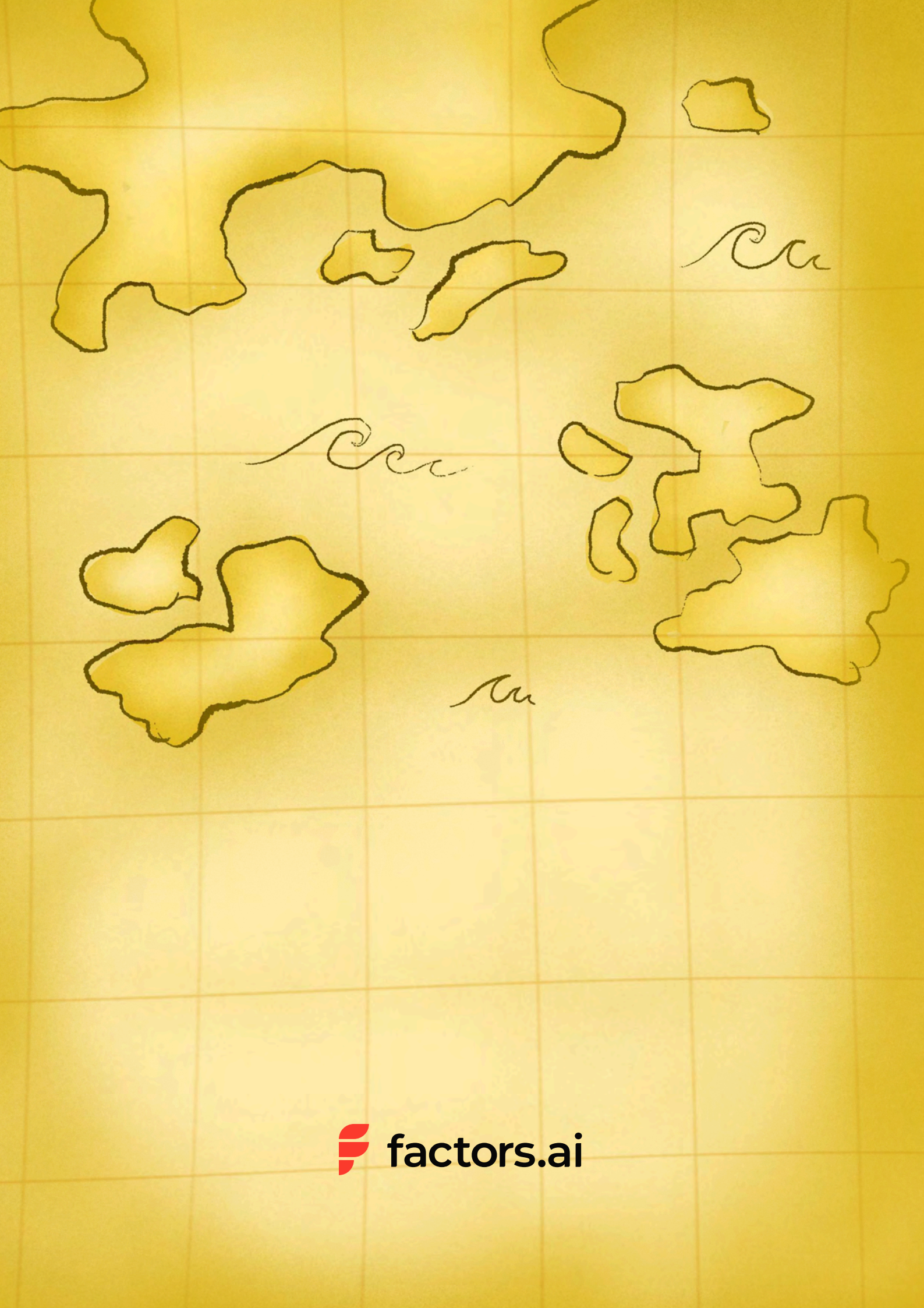
NeonTrumpet is a boutique marketing agency run by operators who have sat in a range of marketing seats at global enterprises.

We enable B2B companies to drive predictable growth through clear positioning, differentiated messaging, engaging content, and flawless GTM experiences. NeonTrumpet's clients range from high-growth startups to global enterprises.

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