

# From Uncertainty to Opportunity:

## LinkedIn Benchmarks for B2B Success

The Data Behind the Biggest Shift in B2B Marketing in 2025



# Executive Summary

The B2B marketing playbook is being rewritten, and marketers are feeling the tension. Traditional lead-gen-first strategies are cracking. Organizations sticking to legacy approaches are watching acquisition costs climb while performance steadily declines.

The pressure is real, and it's not easing up.

Conventional tactics that dominated the past decade like gated content, webinars, lead capture tactics, linear funnels are straining under the weight of a transformed buying landscape. A landscape where buyers now control their own journey, often entering conversations with vendors already selected.

Our data shows that top-of-funnel branding is now the competitive battleground. CMOs are making a dramatic shift. On LinkedIn, the share of Brand Awareness and Engagement campaigns jumped from 17.5% to 31.3% over the last 12 months. The reason? With 92% of buyers having a preferred vendor before formal evaluation, the battle is won or lost in the brand awareness phase.

This report examines what's working for companies navigating this transition successfully. Organizations experiencing growth aren't abandoning proven channels, they're diversifying and investing in meeting buyers where they actually research and build trust.

We've created this report to inspire change and make your marketing strategies better. If you feel stuck following techniques that aren't working anymore, we hope this triggers some new ideas.

I'd love to hear about your journey this past year and how you see 2026 playing out.

**PRAVEEN DAS**  
Co-founder, Factors.ai

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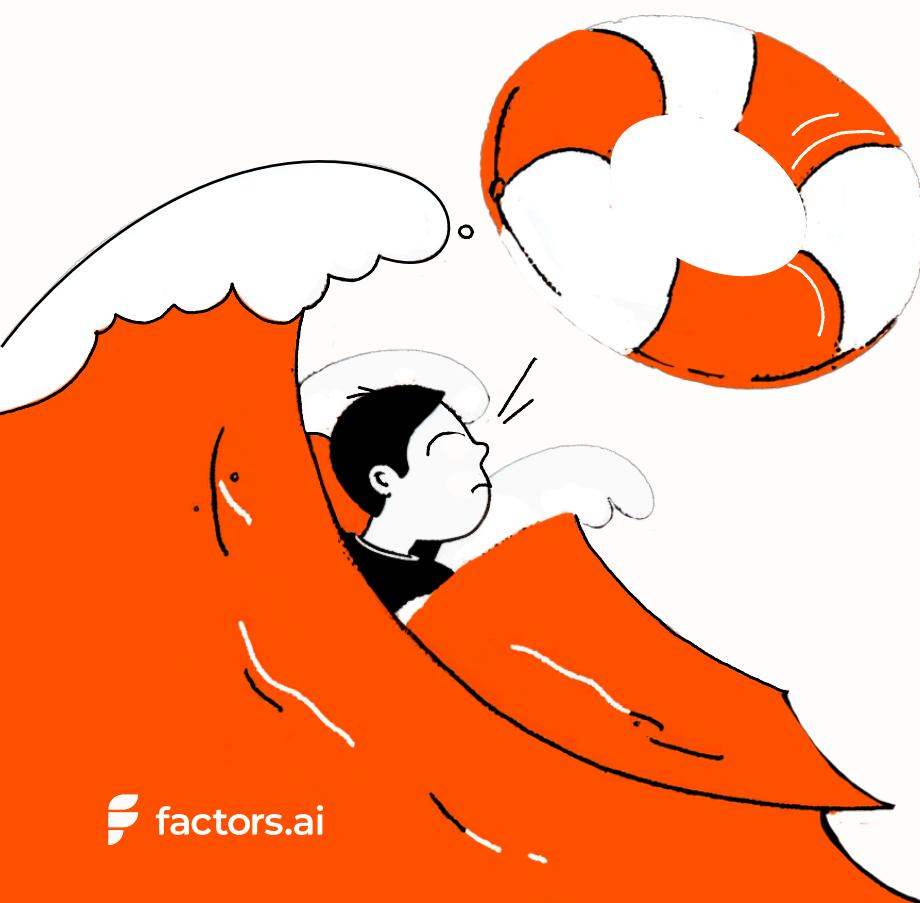
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# The Market Shift: Traditional B2B Marketing is in Flux

# The Inflection Point

2025 saw a seismic shift that fundamentally altered B2B marketing. And it wasn't due to a single event, but because multiple quiet shifts converged into something impossible to ignore. The rise of LLM-powered research. The change in the demographics of the buying committee. The declining effectiveness of traditional demand generation. Millennials who hate phone calls. Together, these forces have altered the way the relationship plays out between buyers and vendors.

For marketing leaders, 2025 was the year the data became undeniable. Organic traffic trends reversed. Conversion rates from paid search fell. Gated content, once considered the gold standard of lead generation, has shown a systematic decline across webinars, eBooks, and industry reports. Meanwhile, buyers moved faster and with more confidence, but their confidence came from sources outside the traditional funnel.



# 3

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## Seismic Shifts Changing The Market

# 2

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## Critical Trends We Cannot Ignore

# 1

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## Strategic Imperative For Marketers

# The Inflection Point

## 3 Seismic Shifts Changing The Market

### Digital Fatigue Has Overwhelmed Buyers

Marketing automation and AI-generated content have flooded the market with generic (and frankly, boring) messaging, creating a sea of sameness that buyers are actively avoiding.

### The Self-Reliant Buyer is Taking Control

89% of B2B buyers now use generative AI to conduct vendor research<sup>1</sup>, gaining complete control over when to research, what to consume, and when to engage with sales.

### Trust Has Become the Ultimate Currency

Executive thought leadership and peer validation outweigh vendor content. Buyers are increasingly defaulting to "safe" recognized brands. "No one ever got fired for buying IBM" still holds true in today's marketplace.

<sup>1</sup><https://www.forrester.com/report/b2b-buyer-adoption-of-generative-ai/RES181769>

# 2

## Critical Trends We Cannot Ignore

41%

of buyers report having a single vendor in mind when they first begin the purchase process<sup>3</sup>

### Buying Committees Are Evolving Rapidly

Today's buying committees are multi-generational with an average of 13 stakeholders<sup>2</sup>. Engaging them requires role-specific messaging, trust-building, at various stages of the buying journey.

### Traditional Channels Are Facing Systematic Headwinds

Organic traffic, paid search conversions, and gated content show declining performance while LinkedIn demonstrates sustained growth. (We will go into more details in Chapter 2)

<sup>2</sup> <https://www.forrester.com/press-newsroom/forrester-the-state-of-business-buying-2024/>

<sup>3</sup> <https://www.forrester.com/blogs/why-performance-marketing-falls-short/>

# 1

## Strategic Imperative For Marketers

### Engage Before the Demand Surfaces

Meet the buyers where they are. Build awareness and trust, even when buyers aren't in-market. Because by the time they signal intent, preferences have already formed.



## ■ SECTION 2

# LinkedIn ROI Analysis

Factors.ai analyzed the data from 100+ marketing teams and found average advertising spend changed in 2025.

LinkedIn ads  
spend grew

31.7% 

Google ads  
spend grew

6%

## What's the Tea Behind This Massive Change?

Between Q3 2024 and Q3 2025, B2B marketing leaders executed a decisive strategic pivot: LinkedIn advertising budgets increased by 31.7%, while Google spending grew by just 6%. This 5x change in growth rates represents a systematic reallocation at the executive level, not just a marketing experiment or a trial-and-error approach to see if something new works.

Our analysis examines the platform dynamics, shifts in buyer behavior, and channel-specific advantages driving this reallocation, as well as their implications for your marketing strategy.

# About Factors.ai's LinkedIn Partnership

Factors.ai is a LinkedIn Marketing Partner for Audiences, B2B Attribution & Analytics, Reporting, and Signals. Factors.ai's integration with LinkedIn offers full visibility into which accounts are viewing your LinkedIn Ads and engaging with your content organically, enabling comprehensive account-level tracking across both paid and organic LinkedIn activity.

## Methodology Note

This report draws from two primary sources:

- **Marketing performance data analysis** of 100+ Factors.ai customers spanning Q3 2024 to Q3 2025
- **Market survey with 125+ responses** from US-focused marketing leaders, conducted by Factors.ai and NeonTrumpet

All organizations analyzed are mature B2B companies with established marketing functions and demonstrate sustained investment in paid digital channels. The analyzed companies span a range of organizational sizes:

17% have fewer than 50 employees,  
26% have 51-200 employees,  
23% have 200-500 employees,  
18% have 501-1,000 employees,  
and 16% have 1,000+ employees.

Most allocate 80-90% of their paid digital budget between LinkedIn and Google Ads. This report focuses exclusively on the allocation between LinkedIn and Google Ads.

Statistical outliers were removed from specific segments to ensure data accuracy.

■ 2.1

# Traditional Channels Are Under Pressure

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The data show that traditional B2B demand generation channels are flailing around like inflatable tube men. Organic traffic volatility due to changes in search engines, declines in paid search conversion rates, and the deterioration of traditional lead generation assets have forced CMOs to reconsider their channel mix and budget allocation fundamentally.

# Organic Search Traffic:

## Is Growth Actually Happening?



While aggregate growth appears modestly positive, the median organization experienced a traffic decline of 1.25%, indicating that growth is concentrated among a minority of high performers.

# The Bigger They Are, The Harder It Gets.

Websites that had 50K+ Traffic

67%

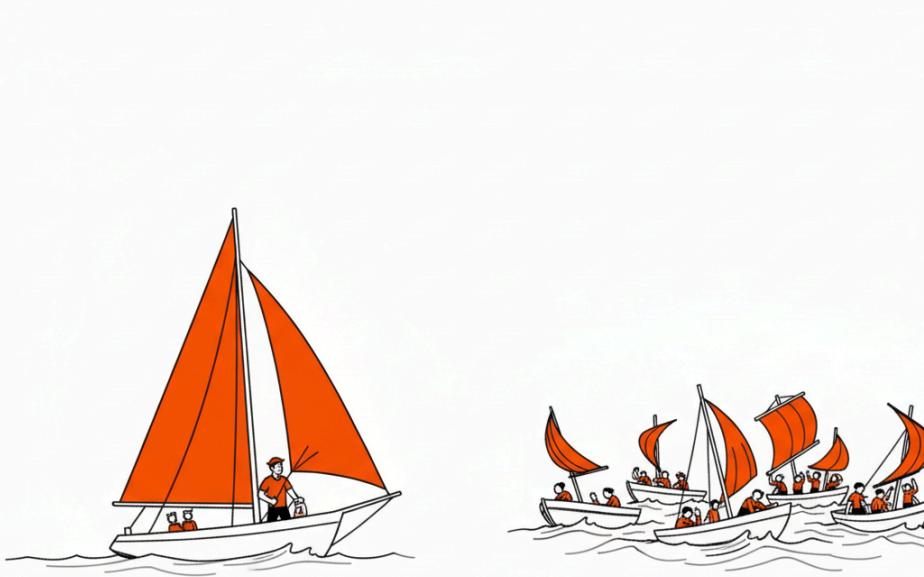
of them saw a decline in traffic

Organizations with significant organic footprints are facing systemic traffic erosion, likely driven by Google's 2024-2025 algorithm updates. Mid-market sites with niche authority appear better positioned than enterprise sites relying on historical domain authority.

“Buyers today don’t wander around the internet. They go where the signal is. LinkedIn has quietly become the research layer for B2B, and only high-intent users even bother coming to your site. Lower traffic with higher conversions is a quality upgrade, not a problem. Marketers should lean into this shift, build presence where decisions are made, and stop judging impact only through website metrics. At TripleDart, we use Factors.ai to extract these signals directly from LinkedIn.”



SHIYAM SUNDER  
Co-Founder, TripleDart



# Traffic Quality Outweighs Quantity

Despite organic traffic headwinds, conversion rate performance reveals a critical insight: traffic quality is improving even as volume declines.

Among those companies that saw a decline in traffic, even though the overall traffic decline was -28%, overall conversion rates grew 18%.





## ■ FACTORS.AI CAPABILITY SPOTLIGHT

# Account Identification & Activation

Modern GTM is about continuous engagement, not waiting for inbound leads. Sales teams need the ability to reach out with relevant, personalized messages – at scale.

To do this, marketers must help sales:

### **1. Prioritize the right accounts**

(most likely to convert)

### **2. Know what each account cares about** – topics, pain points, product features

### **3. Identify key stakeholders to engage**

### **4. Send personalized outreach**

based on the account's full journey

Factors.ai brings all this together by unifying CRM, website activity, LinkedIn, G2, and third-party intent signals into a single account journey. With predictive scoring and interest insights, marketers can instantly see which accounts to target and what they're interested in. And with flexible sales workflows, these signals sync into any sales automation tool – enabling timely, relevant outreach every time.

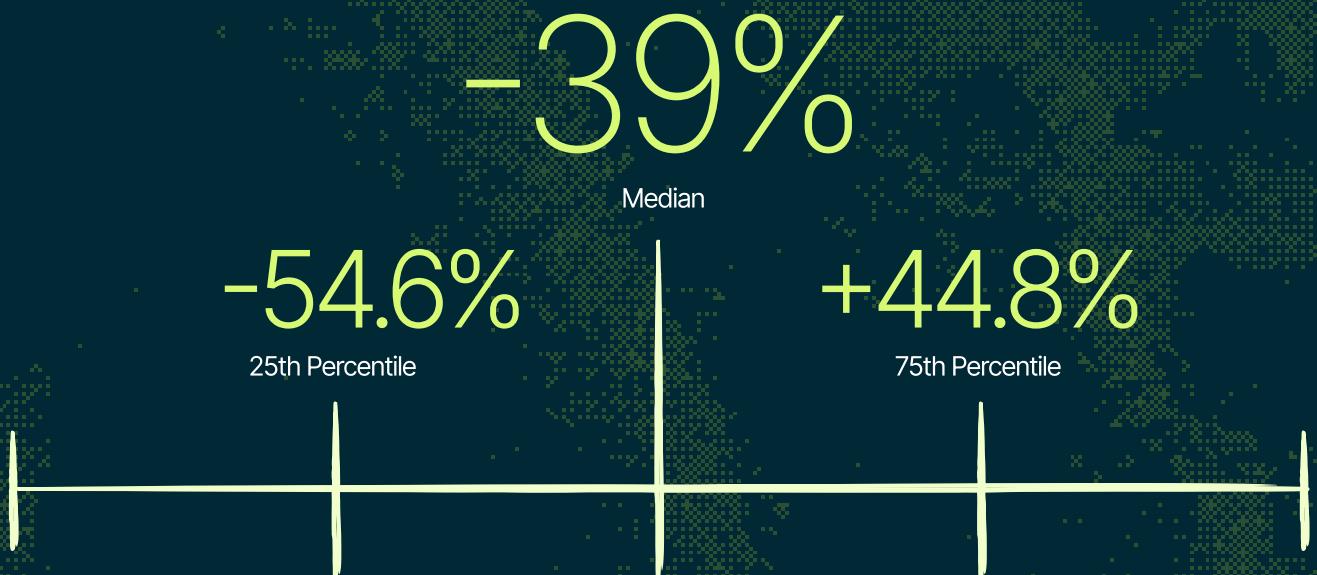
**Learn more:** <https://help.factors.ai/en/collections/3957983-account-intelligence>

■ 2.1.2

# Paid Search Traffic: Decline Shows Channel Stress

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## Paid traffic is declining ...



Paid search (Google Ads) is experiencing severe stress, with more than half of companies analyzed experiencing a decline in traffic.

## ... the costs are going up ...



## What's Driving This?

Performance divergence reflects an increase in CPL driven by auction dynamics. Organizations showing growth are predominantly those that increase spending and leverage sophisticated bid management.

# ... and the conversions are dropping



-8%

aggregate conversion  
rate change

65%

of companies with  
declining conversion rates



Based on our analysis, paid search as a channel is under severe stress. Declining traffic combined with declining conversion rates and inflated CPC creates a perfect storm, resulting in a multiplicative negative impact on the pipeline.



■ 2.1.3

# The Gates are Closing on Gated Content

Traditional gated content is experiencing systematic erosion as buyers migrate research activities to LLM-based tools and independent research channels. Analysis of demand generation asset performance reveals three critical trends:



Webinar registrations are in decline



Generic eBooks show severe deterioration among companies with well-established content marketing programs



Even proprietary analyst reports, previously the gold standard, are facing declining performance for 75% of organizations

This shift represents a fundamental change in how B2B buyers conduct vendor research, with profound implications for lead generation strategy.

**-12.7%**

Overall decline in  
webinar registrations.

The efficacy of  
webinar as a demand  
generation channel is  
waning.

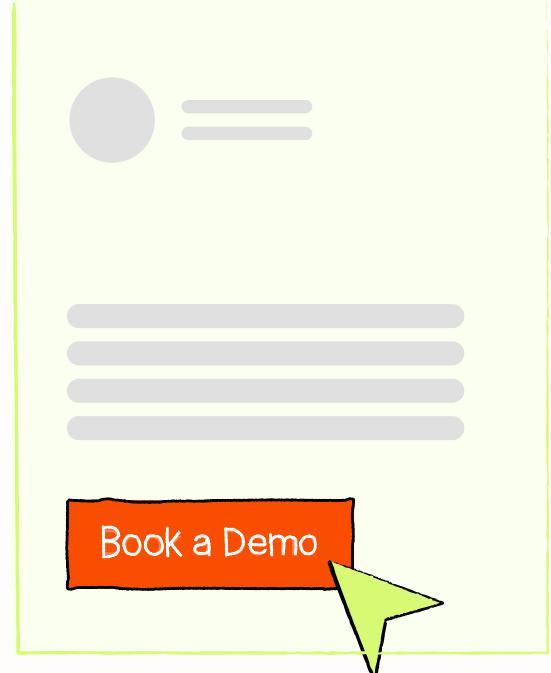
**-5%**

Overall decline in eBook  
downloads (among those  
with an established program)

**-26.3%**

Overall decline in report  
downloads (among  
companies that have an  
established reports  
program)

(\*more than 100 downloads in the  
same quarter last year)



■ 2.1.4

# Demo Requests: The Most Resilient



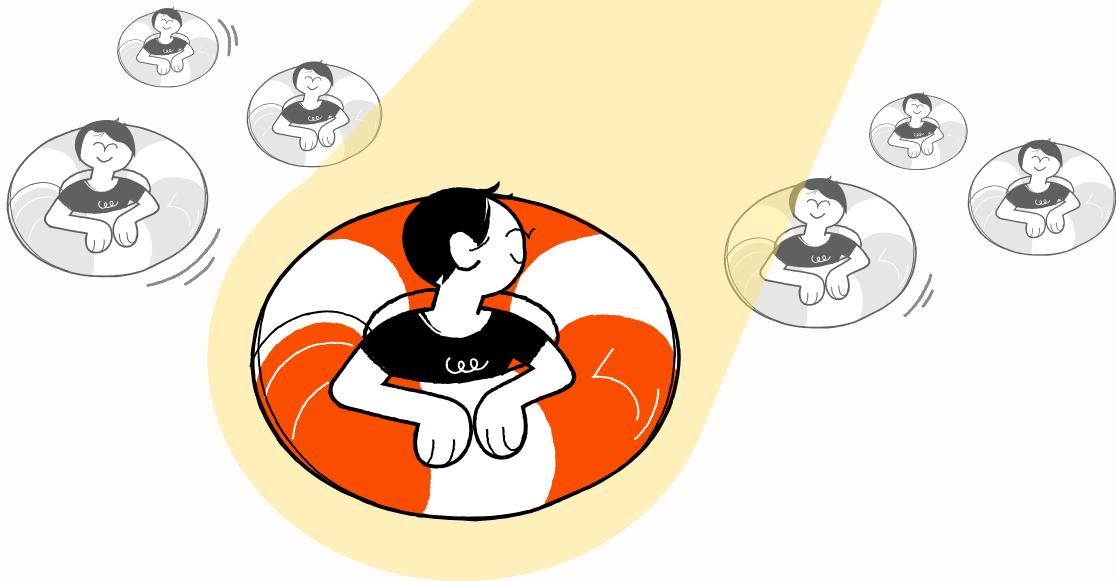


# 63%

Organizations reported an increase in demo requests

Demo requests represent the most reliable demand generation action. This resilience suggests that bottom-of-funnel intent remains stable even as top-of-funnel metrics shift.

End-to-end tracking shows that most demos come from multiple marketing touchpoints and ultimately appear as direct website traffic.



## The Vendor Pre-Selection Phenomenon

According to Forrester, 92% of B2B buyers start their journey with at least one vendor in mind, and 41% have already selected a preferred vendor before formal evaluation even begins<sup>2</sup>.

This explains why this lower-volume, yet higher-intent traffic, can drive revenue growth. And also why demo request volume remains stable: buyers are shortlisting vendors, then requesting demos only from final candidates.

<sup>2</sup> <https://www.forrester.com/blogs/why-performance-marketing-falls-short/>

■ 2.2

# CMOs Are Shifting Digital Marketing Budgets

With traditional channel performance under pressure, B2B CMOs executed a systematic budget reallocation toward LinkedIn. The data reveals not just incremental optimization, but strategic repositioning amongst the customers we analyzed.



# +16%

Overall growth in digital marketing budgets

# 68.3%

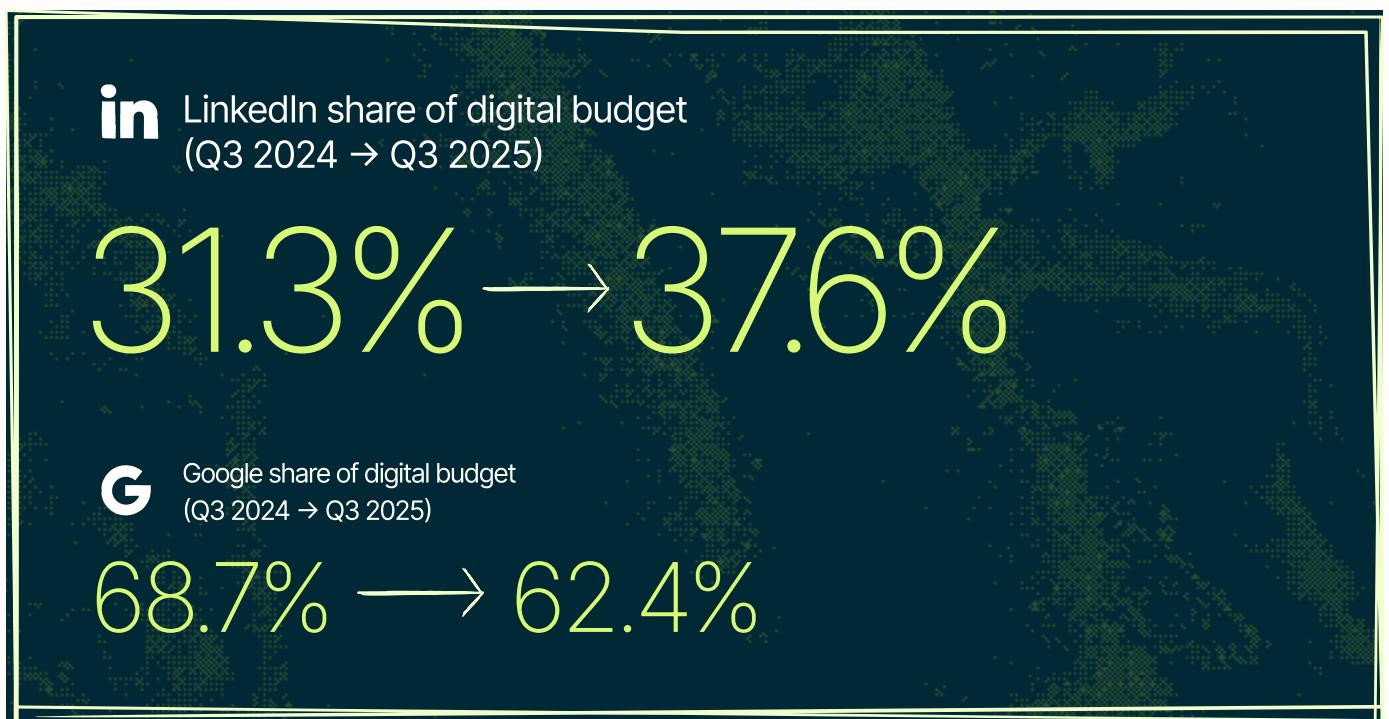
Companies grew their digital marketing budget



Despite the paid search channel performance headwinds, overall digital marketing budgets grew 16% over the last year. This expansion suggests that CMOs are increasing investment to maintain pipeline targets. But the *pieces* of the pie are changing.

■ 2.1.4

# LinkedIn vs Google: 6.3% Share Shift Share Shift Toward LinkedIn



Across the Factors.ai customers analyzed, LinkedIn captured market share from Google, a shift that represents a fundamental strategic reallocation.

in

LinkedIn  
budget growth

31.7%



G

Google budget  
growth

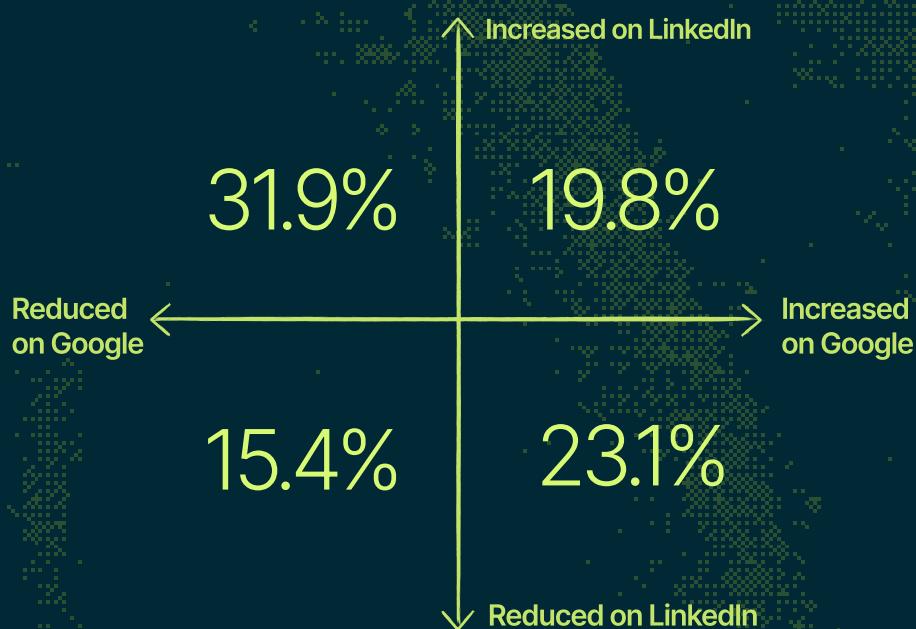
6%



LinkedIn ad budgets grew at **5X** the rate of Google spending across Factors.ai's customers.

This is not tactical change, this is systematic reallocation based on ROI.

# The LinkedIn-Google Divergence: How Are Budgets Moving?



The data reveals a clear divergence in platform priorities: significantly more companies increased their LinkedIn investment while keeping Google budgets flat or reducing them, compared to those moving in the opposite direction.

“LinkedIn has been historically underappreciated due to the inability for advertisers to adequately measure their performance. Pair that with LinkedIn’s high costs, and that’s a combination that has historically pushed advertisers away.

But in the last few years, LinkedIn has really stepped up its game in the measurement department. Advertisers are now able to see the impact of their LinkedIn Ads in ways that communicate the true value, and we’re seeing a lot of B2B advertisers pull funds from their Google/Meta budgets in favor of LinkedIn’s higher traffic quality.”

**AJ WILCOX**  
Founder B2Linked



■ 2.2.2

# How B2B CMOs Are Spending on LinkedIn

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# Brand Initiatives Are Taking the “Lead”

As CMOs increase LinkedIn investment, it is evident that driving brand initiatives are a clear mandate.

Brand awareness and engagement campaign objective share grew from

17.5% → 31.3%

Lead generation objective dropped from

53.9% → 39.4%

Given that 92% of buyers have a preferred vendor before formal evaluation<sup>3</sup>, this means the battle is won or lost in the brand awareness phase.

Direct response lead generation on LinkedIn increasingly captures only in-market buyers who have already formed preferences, making top-of-funnel brand investment the higher-leverage strategy.

"B2B is finally realizing how important brand is because technology is becoming more and more commoditized, and everybody is doing the same thing."

And then we also have better measurements of brand through qualitative surveys and statistical modeling, so I think it's easier to understand how brand impacts the bottom line.

**KAMIL REXTIN**

General Manager, 42Agency.com



<sup>3</sup> <https://www.forrester.com/blogs/why-performance-marketing-falls-short/>

# Creative Format Evolution

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Document ads enable native content consumption without requiring landing page visits. With the shift toward brand and engagement objectives, these formats sustain account engagement rather than immediate conversion.



Video Ads  
Spend Share

11.9%  16.6%



Document Ads  
Spend Share

6.4%  10.7%



Single Image Ads  
Spend Share

61.2%  53.3%

At Hey Digital, we've seen creative format selection become a real driver of success on LinkedIn for our SaaS clients. Static images can still work but video and document ads allow brands to tell richer stories and build emotional connections faster. Even short videos communicate tone and personality in ways static content can't, whilst document ads help educate and add genuine value. As B2B buying continues to become more brand-led, these formats are helping our clients move beyond clicks - leading to more awareness, trust, and pipeline generation.



DYLAN HEY

Co-founder, Hey Digital

## Platform Expansion



Connected TV spend share

0.5% ↗ 6.3%



Offsite delivery spend share

12.9% ↗ 16.7%

As CMOs recognize that brand awareness drives vendor shortlisting, they're investing in sustained presence across multiple channels. Beyond LinkedIn's core feed, Connected TV and off platform delivery enable reaching decision-makers in their homes, not just when they are actively browsing LinkedIn.

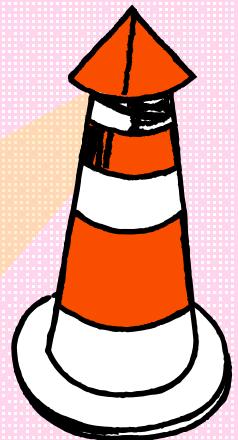
# Rise in Automated Bidding

Among bottom-of-funnel campaign objectives on LinkedIn (lead generation, website conversion, website visit), share of automated bidding increased. This shift toward automation signals CMO confidence in platform optimization algorithms.



9.9% increased share  
of campaigns using  
automated bidding

27.6% → 37.5%



## FACTORS.AI CAPABILITY SPOTLIGHT

### LinkedIn's Conversions API (CAPI) Integration

The shift toward automated bidding creates a strategic imperative: advertisers must send high-quality conversion signals to LinkedIn for effective campaign optimization. LinkedIn's Conversions API (CAPI) enables server-side conversion tracking that captures more accurate conversion data than browser-based pixels alone.

Factors.ai provides native LinkedIn CAPI integration, enabling B2B marketers to send accurate online and offline conversion signals including pipeline events like MQL, SQL, meetings and deal directly to LinkedIn for campaign optimization in just a few clicks. This capability becomes essential as automated bidding adoption increases.

According to LinkedIn's internal research: CAPI customers see

20%  
reduction in cost per acquisition

31%  
increase in attributed conversions

Learn more: <https://www.factors.ai/blog/make-the-most-of-your-linkedin-ads-conversion-api-capi>

■ 2.3

# LinkedIn's Multiplicative Effect: How It Amplifies Every Other Channel

Having explored how organizations are advertising on LinkedIn, a critical pattern emerges: investment in branding is accelerating. Another interesting trend emerges: LinkedIn advertising delivers value that extends well beyond standard brand awareness metrics.

Beyond direct returns, LinkedIn generates multiplicative value by increasing the effectiveness of other channels such as paid search, content marketing, and outbound sales efforts.

If you're a B2B company driving high-intent traffic from paid search or outbound, retargeting that traffic with LinkedIn is a no-brainer.

These visitors showed intent, but LinkedIn retargeting lets you layer on firmographic filters for precision. You can exclude junior employees to target director-level and above, focus on enterprise accounts, or target job functions that hold budget. You're reaching actual decision-makers, which cuts waste and makes every dollar work harder.



ALI YILDIRIM

Chief Executive Officer, Understory



## ■ FACTORS.AI CAPABILITY SPOTLIGHT

# Multi-Touch Funnel Analysis

B2B buying journeys involve multiple touchpoints across channels, yet most marketing teams struggle to understand where accounts drop off and which touchpoints drive progression. Without clear funnel visibility, marketers cannot optimize conversion paths or understand cross-channel effects.

Factors.ai provides multi-touch funnel reports that track account progression through customizable conversion steps across your website, CRM, LinkedIn engagement, and G2 intent data. Marketers can analyze funnels, apply filters at event or report levels, breakdown data, and identify specific drop-off points to optimize each funnel stage for maximum efficiency.

**Learn more:** <https://help.factors.ai/en/articles/7439303-funnel-reports>

■ 2.3.1

# Paid Search

46%



Increase in conversion rate for ICP accounts from paid search that see an ad on LinkedIn

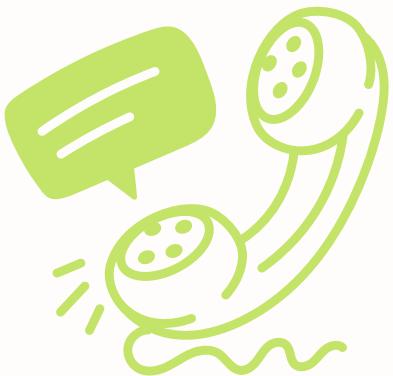
14.3%

Leads generated from paid search had originally begun their journey on LinkedIn

Analysis of cross-channel attribution reveals that 14.3% of leads generated from paid search campaigns originally began their journey on LinkedIn. Most CRMs generally attribute these wrongly as paid search.

LinkedIn ads lift brand awareness, increasing the effectiveness of paid search investment. Buyers that see your brand on LinkedIn before searching demonstrate significantly higher intent when they arrive via search, converting at rates as high as 69% higher than cold search traffic for some Factors.ai customers analyzed.

# Outbound Deals via SDRs



In an environment where SDR cold outbound response rates continue declining, LinkedIn ads create warmth at scale. Building brand familiarity via LinkedIn ads turns cold outbounds into warm and cosy connects, resulting in an average of 43% improvement in conversion rate from meeting to deals.

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43%

Increase in meeting-to-deal conversion when accounts saw LinkedIn ads

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# Content Marketing



Organizations investing in content marketing see significantly higher returns when LinkedIn ads drive awareness. Rather than viewing LinkedIn and content as competing budget items, the data suggests they're complementary: LinkedIn creates awareness and intent, while content provides the depth that converts awareness into pipeline.

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112%

Increase in conversion rate from website content pages for ICP accounts that saw LinkedIn ads

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■ 2.4

# Comparative ROI Analysis

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# LinkedIn vs Google Across Four Critical Metrics

Factors.ai marketing insights enable analysis across four dimensions: pipeline generation efficiency, return on ad spend, account engagement cost, and deal value. This multi-dimensional view reveals where each platform delivers superior performance.

## Cost per ICP account engaged



At half the cost of Google, LinkedIn enables broader account coverage and sustained engagement across larger buying committees.

Engagement defined as a stage in the Factors.ai account engagement model that covers website activity, ads engagement and interaction with the sales team.

## Median ROAS



Among Factors.ai customers, **LinkedIn delivered a 44% advantage** in revenue return per dollar spent over Google Ads.

ROAS was computed using an influence attribution model considering only the engaged accounts.

# 23%

LinkedIn cost  
advantage per meeting

Qualified meetings from Google cost 1.3X more than meetings from LinkedIn. Given that meetings represent the critical stage in the handoff from marketing to sales, this metric directly impacts sales productivity and customer acquisition cost.

# 28.6%

overall higher ACV than  
deals from Google.

LinkedIn-sourced deals close with 28.6% higher average contract value compared to Google-sourced deals. LinkedIn's account-based targeting enables precise engagement with best-fit ICP accounts that have budget, strategic buying intent, and enterprise characteristics. B2B marketers are able to direct spend toward high-value prospects capable of larger contracts on LinkedIn, as opposed to Google's broader reach that captures intent regardless of account quality.

# Synthesis: LinkedIn Dominates Across Multiple Fronts

The four-metric comparison reveals LinkedIn's strengths:

Metric	in	g
Median ROAS	<b>1.8x</b>	1.25x
Cost per ICP account	<b>\$256</b>	\$560
Cost per meeting	<b>x</b>	1.3x
Average ACV	<b>1.28x</b>	x



## ■ FACTORS.AI CAPABILITY SPOTLIGHT

# Smart Reach: Frequency Capping for LinkedIn Ads

Here is a common efficiency paradox: the top 10% of accounts in your target list consume 80% of ad impressions, leaving the majority of your account list underexposed. This lopsided distribution wastes budget on over-served accounts, while missing high-value prospects who never see your ads.

Factors.ai's Smart Reach is an account-level frequency capping

feature that enables progressive impression control. It ensures that high-intent accounts receive more impressions, while others are capped intelligently. Marketers can define custom, flexible rules using any account property or behavior, maximizing ROI for every dollar spent.

Descope, a Factors.ai Smart Reach user achieved:

**22%**

increase in ROI

**17%**

decrease in impressions to top accounts

**158,841**

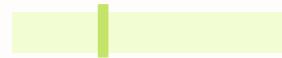
impressions redistributed to underserved accounts

**Learn more:** <https://www.factors.ai/blog/linkedin-smart-reach>

2.5

# Performance Benchmarking Framework: Where Do You Stand?

MARK WHERE YOU STAND →



Metric	Bottom Quartile	Median	Top Quartile
Organic Traffic Change	-25%	-1.25%	+53%
Organic Conversion Rate	-45%	-2.5%	+67%
Paid Search Traffic	-54.6%	-39%	+44.8%
Paid Search Conversion Rate	-43%	-20%	+28%
Webinar Registrations	-70.2%	-42%	+31.9%
e-book Downloads	-51.9%	-11.8%	+59.3%
Report Downloads	-59.6%	-42.7%	+12.4%
Demo Request	-16.1%	+17.4%	+56.1%
LinkedIn Budget Share	<30%	40.6%	>45%

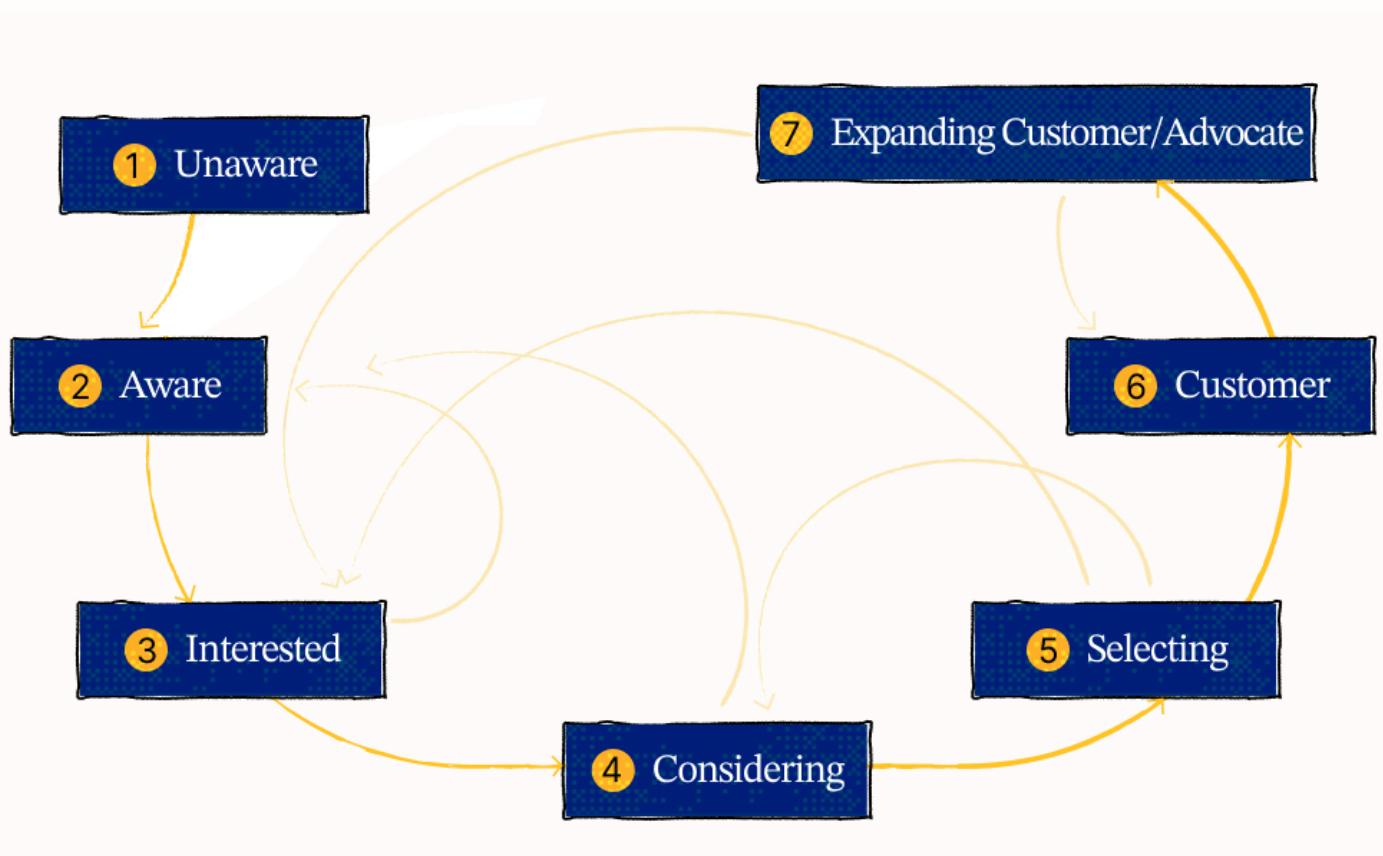
■ 3

# The Buyer's Journey Has Evolved

# From Funnel to Loop

That neat, linear B2B buyer journey from awareness to purchase doesn't exist anymore. Today, the path is more of a loop-de-loop, a network of dynamic interactions where buyers break paths, weave in and out, and circle back around. They research, then pause. They validate with peers, revisit content, bring in new stakeholders, and loop through evaluation multiple times before ever contacting sales.

Traditional marketing automation built on linear progression fails to accommodate this reality. Lead scoring models assume sequential movement. Content strategies organized around funnel stages miss opportunities to engage buyers wherever they are in the loop. Marketing needs to evolve to match how buyers actually make decisions.



# Buying Committees are Evolving

The average B2B buying committee now involves 13 stakeholders, and this pool of people with opinions is growing. Each brings their own priorities, pain points, judgements, assumptions, and decision criteria.

The generational cohort is also changing as Millennials and GenZ age into strategic decision-making roles. Armed with AI-powered search and social media, they access comprehensive product comparisons, synthesize peer reviews, and validate claims through multiple sources before any vendor interaction.

Today's B2B buyer is independent, research-driven, and skeptical of generic outreach. They learn through peers, communities, and trusted networks long before engaging with sales.

**13** Stakeholders  
The typical B2B buying committee for enterprise deals



# 92%

of B2B buyers start with at least one vendor in mind

Source: Forrester's 2024 Buyers' Journey Survey

# 71%

of buyers prefer independent research over talking to sales

Source: HubSpot's 2025 State of Sales Report

## Preferences form before formal evaluation

By the time a prospect requests a demo, they've likely already decided if you're the safe choice. If your marketing hasn't got you on that shortlist - *before you even knew there was a shortlist* - your goose is cooked.

## Personal decision drivers outweigh professional ones

Personal decision drivers increasingly outweigh professional drivers in B2B purchase decisions. Feeling safe signing a contract and aligning with personal values now influence decisions more than price or features alone. Buyers ask: "Will this decision make me look good? Does this vendor share my values?" Trust has become the critical currency.



■ 3.3

# Why LinkedIn Emerges as the Ideal Loop Operating System

Given this reality of non-linear buyer journeys, expanded committees, AI-powered research, early preference formation, and trust-driven decisions, LinkedIn has emerged as the platform uniquely structured to address modern B2B buying behavior.

### ■ 3.3.1

# You Reach Real Buying Committees, Not Just Accounts

LinkedIn's professional graph gives you access to actual decision-makers by role, function, and seniority. You can target the CFO, VP of IT, and Director of Marketing with messaging tailored to each role's concerns. With 13 stakeholders involved in the average deal, you need to influence the entire committee, not just your champion. LinkedIn makes that possible at scale.

71.9%

marketers surveyed agree that leads from LinkedIn Ads align more closely with their ideal customer profile and are more likely to be senior-level decision-makers

### ■ 3.3.2

# The 95-5 Rule: Brand + Demand in One Platform

The LinkedIn B2B Institute's research established a critical insight: only 5% of your target market is actively in-market at any given time. The other 95% are out-of-market<sup>1</sup> but will buy eventually.

Most marketing channels force you to choose between brand awareness (expensive and hard to measure) or demand capture (efficient, but limited by in-market volume).

LinkedIn lets you do both simultaneously: broad-reach content that builds mental availability with the 95% for future demand, and precision targeting to capture the 5% showing intent. This dual capability solves the strategic tension every CMO faces: how to build long-term brand equity while hitting short-term pipeline targets.

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<sup>1</sup><https://business.linkedin.com/marketing-solutions/b2b-institute/b2b-research/trends/95-5-rule>

# Unified Orchestration: Ads + Organic + Retargeting

LinkedIn isn't just an ads platform. It's an integrated marketing operating system connecting paid, owned, and earned touchpoints:



**Executive organic content** builds authentic credibility and community presence while ads drive reach and conversion



**LinkedIn matched audiences** unifies CRM data, website visitors, and in-feed engagers into targetable segments



**Website retargeting** via Insight Tag captures visitors and brings them back into nurture sequences



**Predictive audiences** uses AI to identify lookalikes of your best converters, improving efficiency as budgets tighten

As buyers loop through stages and across channels, you need **consistent and coordinated messaging** that doesn't reset every time they re-engage. LinkedIn's ecosystem makes that possible.

# LinkedIn's Multiplicative Effect On Other Channels

LinkedIn amplifies every other marketing activity. Factors.ai data shows accounts exposed to LinkedIn Ads demonstrate:

46%

higher paid search conversion rates

43%

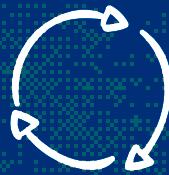
better SDR meeting-to-deal conversion

112%

lift in content marketing conversion

56.4%

B2B marketers surveyed say they will be increasing their LinkedIn budgets by more than 10% in 2026

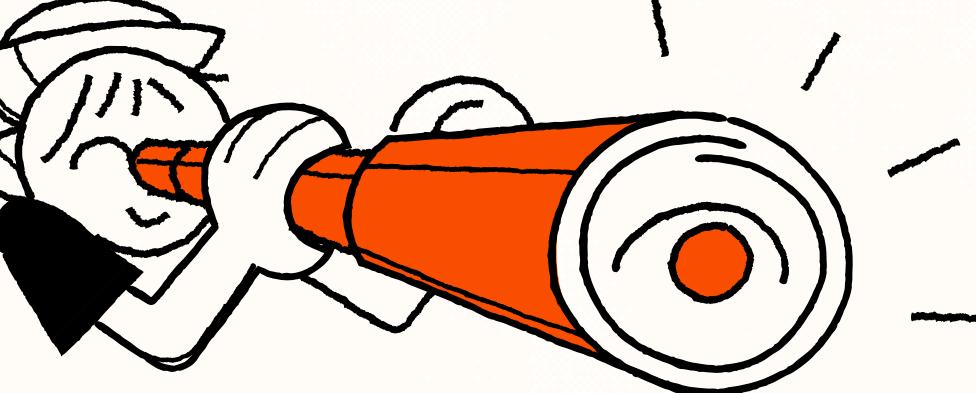


The companies winning in B2B today aren't those with the best funnel optimization. They're the ones who recognize the journey is a loop and are building marketing strategies designed for that reality.

CHAPTER 4

# The Strategic Playbook: Stage-by-Stage Engagement

The following framework provides tactical guidance for engaging accounts at each stage of their non-linear journey.



## STAGE ONE

# Unaware

### Buyer Behaviour

Target accounts don't know your brand exists and may not recognize they have a problem. They are happily clueless. They stay updated with industry trends through LinkedIn, consuming content from peers, thought leaders, and publications.

### Marketer's Objective

Build brand awareness and mental availability. When buyers enter the market, you should already be on their radar as a leader in your category. You have a small snowball, thrown into the abyss.

### What are top marketers doing on LinkedIn

#### Organic:

- ▷ Founder and executive thought leadership on category trends and industry insights
- ▷ Company page content showcasing culture, employee advocacy, customer wins, and team expertise

#### Paid:

- ▷ Thought Leader Ads promoting executive POV content to target ICPs
- ▷ Brand awareness campaigns optimized for reach (not conversion) with broad targeting



## STAGE TWO

# Aware

### Buyer Behaviour

Buyers recognize they have a problem or opportunity. They're in early research mode, reading industry content, asking peers for perspectives, and researching on LLMs.

### Marketer's Objective

Turn recognition into curiosity with role-relevant education that shapes how buyers think about the problem before formal vendor evaluation. Your snowball is in their field of vision.

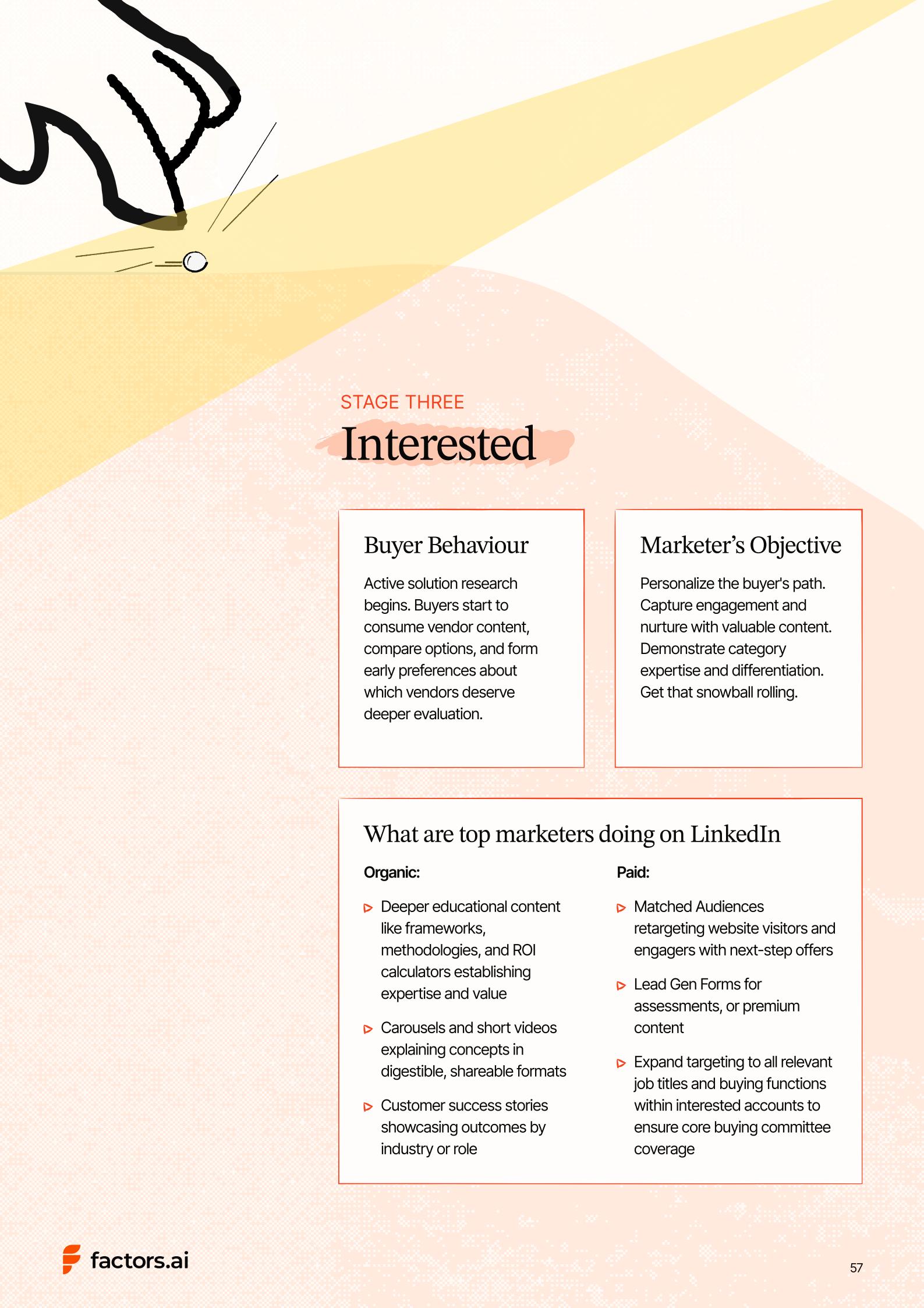
### What are top marketers doing on LinkedIn

#### Organic:

- ▶ Educational posts on industry and role-related trends and emerging challenges
- ▶ Polls, Q&A, and carousel posts explaining concepts and sparking conversations

#### Paid:

- ▶ Sponsored content with clear POV on what "good" looks like in their category
- ▶ Document Ads promoting ungated resources (trend reports, guides, calculators)
- ▶ Broad targeting to job titles and industries showing early signals of interest



### STAGE THREE

## Interested

### Buyer Behaviour

Active solution research begins. Buyers start to consume vendor content, compare options, and form early preferences about which vendors deserve deeper evaluation.

### Marketer's Objective

Personalize the buyer's path. Capture engagement and nurture with valuable content. Demonstrate category expertise and differentiation. Get that snowball rolling.

### What are top marketers doing on LinkedIn

#### Organic:

- ▷ Deeper educational content like frameworks, methodologies, and ROI calculators establishing expertise and value
- ▷ Carousels and short videos explaining concepts in digestible, shareable formats
- ▷ Customer success stories showcasing outcomes by industry or role

#### Paid:

- ▷ Matched Audiences retargeting website visitors and engagers with next-step offers
- ▷ Lead Gen Forms for assessments, or premium content
- ▷ Expand targeting to all relevant job titles and buying functions within interested accounts to ensure core buying committee coverage

## STAGE FOUR

# Considering

### Buyer Behaviour

The buying committee is assembling. Multiple stakeholders are actively evaluating two to five vendors. They are attending demos, building internal business cases and pressure-testing options with peers and advisors.

### Marketer's Objective

Arm champions with proof tailored to each stakeholder's concerns to build internal consensus. Build engagement among all members of the buying committee. Keep the snowball rolling, and don't let it melt all over the floor.

### What are top marketers doing on LinkedIn

#### Organic:

- ▷ Detailed customer case studies and comparison content
- ▷ Executive thought leadership reinforcing credibility and expertise

#### Paid:

- ▷ Document Ads with case studies, ROI one-pagers, implementation best practices guides
- ▷ Expand targeting beyond core buyers to all buying committee functions: CFO sees ROI content, IT sees integrations and security information, end users see UX demos
- ▷ Video Ads featuring customer testimonials by industry and role

44%

marketers surveyed say LinkedIn Ads adds the highest value in the consideration stage

67%

growth in Document Ads spent from 2024 to 2025

STAGE FIVE

# Selecting

12.3%

of LinkedIn Ads budget spent on targeting buyers in the selecting stage

37%

of B2B marketers surveyed say LinkedIn adds the highest value in engaging buyers in the Selection stage.

## Buyer Behaviour

The vendor is selected and negotiation begins. The committee de-risks the decision, seeks consensus, and addresses last objections. Trust and credibility matters the most. They are getting excited about building the snowman.

## Marketer's Objective

Provide consensus-ready validation and implementation clarity that makes you the obvious, safe choice. That snowball is large, and you have to ensure it doesn't melt.

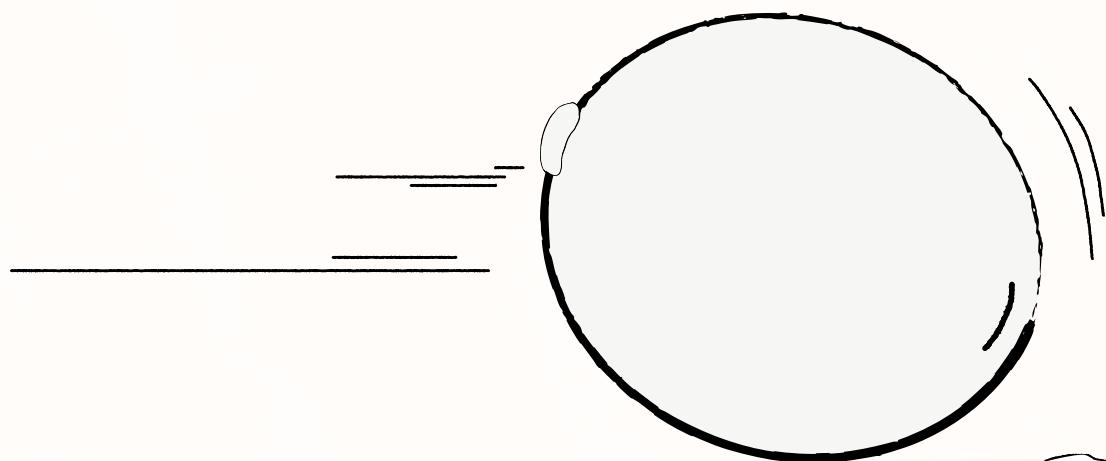
## What are top marketers doing on LinkedIn

### Organic:

- ▶ Executive posts on product vision, customer commitment, and company stability
- ▶ Implementation success stories and peer testimonials

### Paid:

- ▶ Precision targeting of economic buyer with final-stage proof (logos, awards, analyst recognition)



## STAGE SIX

# Customer

### Buyer Behaviour

Onboarding, implementation, and early adoption. Customers are learning the platform. Integrating it into their existing workflows, and measuring early ROI.

### Marketer's Objective

Accelerate time-to-value and set the foundation for expansion and advocacy. Customers finally have the snowball in their hands and start building their snowman.

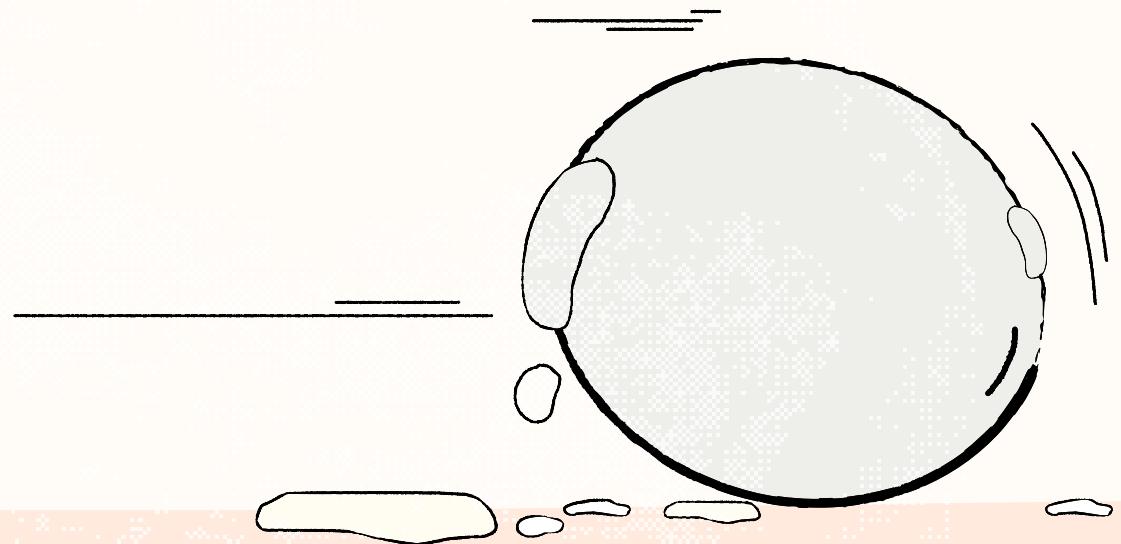
### What are top marketers doing on LinkedIn

#### Organic:

- ▷ Product tips, best practices, and customer community building to prevent buyer's regret
- ▷ Spotlights celebrating early adopters and power users

#### Paid:

- ▷ Retargeting customer accounts to drive feature adoption and create upsell opportunities



## STAGE SEVEN

# Expanding Customer & Advocate

### Buyer Behaviour

Successful customers see measurable ROI and become vocal champions. They're ready to expand usage, explore additional products, and refer peers.

### Marketer's Objective

Turn success into social proof and expansion revenue. Build a flywheel where happy customers attract new prospects. Get customers to talk about what a great snowman they made from your snowball.

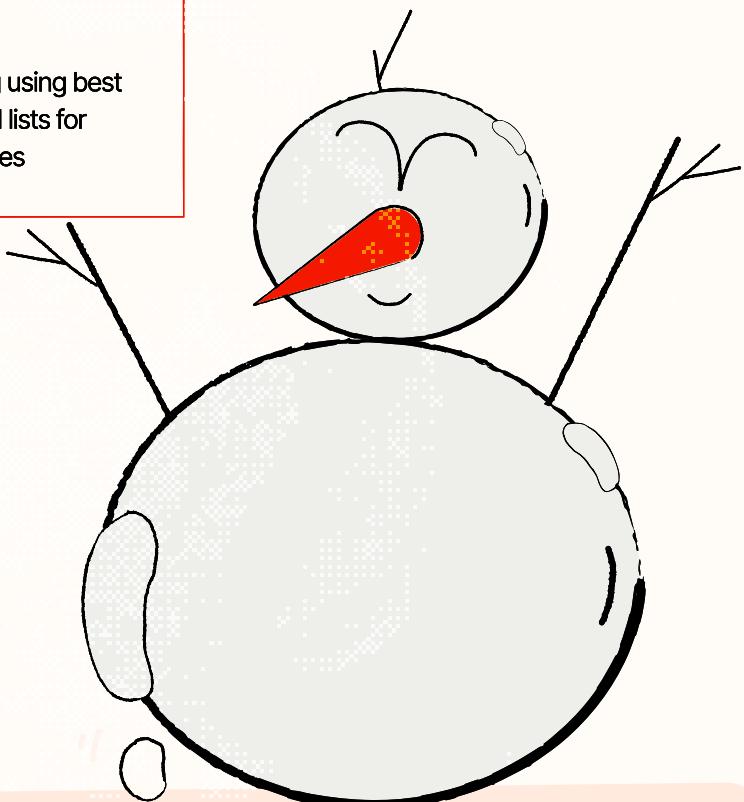
### What are top marketers doing on LinkedIn

#### Organic:

- ▷ Customer advocacy spotlights, and co-created content (guest posts, podcasts etc)
- ▷ Executive amplification of customer success stories

#### Paid:

- ▷ Customer story campaigns featuring real outcomes and testimonials
- ▷ Lookalike targeting using best customers as seed lists for Predictive Audiences





## ■ FACTORS.AI CAPABILITY SPOTLIGHT

# Company Intelligence API Integration

As marketers expand their investments in LinkedIn across both paid and organic efforts the need for continuous account engagement tracking becomes essential. Monitoring impressions and engagement across all touchpoints enables marketers to understand each account's complete journey and to activate the right plays based on the buying stage.

With Factors.ai's integration to LinkedIn's **Company Intelligence API**, marketers can now unify LinkedIn impression and engagement

data (paid and organic) with first-party sources such as CRM, website analytics, G2, and third-party intent data. Marketers can then define custom account categorization rules and automate workflows. This could be things like sales outreach or bottom-of-funnel LinkedIn campaigns which are triggered when an account reaches a specific engagement threshold, all from their Factors.ai dashboard. Furthermore, marketers can now measure the combined impact of paid and organic LinkedIn activities from a single platform.

**Learn more:** <https://www.factors.ai/blog/linkedin-company-intelligence-api>



# Conclusion:

## There's a New B2B Marketing Playbook in Town

B2B marketing has irreversibly shifted. One thing is very clear: the change in buyer behaviour, increasing use of AI in marketing, and the waning efficiency of the traditional marketing channels, have all brought out one uncomfortable truth.

The traditional playbooks are old-fashioned, and don't work in today's LLM-driven market.

# Spilling The Tea



The data reveals four shifts that are reshaping how marketing leaders think about their strategies:

## **Waiting for hand-raisers means it's too late**

The data shows that buyer journeys are longer, more complex, and involve more stakeholders than ever before. Waiting for inbound hand-raisers means you're entering the conversation after competitors have already shaped buyer thinking; that goose is cooked. Winning requires proactive, persistent presence throughout the extended buying journey.

## **Your ads should live where your buyers are**

Decision-makers don't stop their evaluation because they've left your website. They're researching, discussing, and forming opinions across multiple channels and touchpoints. Advertising isn't just top-of-funnel awareness anymore. It's a full-journey engagement strategy that keeps your brand top-of-mind at every critical moment.

## **Continuous engagement is the new competitive advantage**

Organizations still operating with marketing-to-sales handoffs are losing to competitors who've replaced them with a true sales-marketing partnership. This means marketing collaborating with sales for signal-based warm contacts for outbound, to multi-touch personalized ads targeted at the buying committee. The playbook shifts from "pass the baton" to a symphony of engagement across the entire journey.

## **Trust is the ultimate currency**

Buyers are prioritizing trust, expertise, and thought leadership because they want to make a "safe" decision. This requires earning trust, not just from individual buyers, but from their entire professional community. Winning companies building sustainable competitive moats are those demonstrating genuine expertise, consistent delivery, and authentic thought leadership that resonates across the buying ecosystem.

**71.3%**

of B2B marketers surveyed say leads from LinkedIn Ads align more closely with their best fit ICP

**53.2%**

marketers surveyed say leads from LinkedIn Ads are more likely to be senior-level decision makers than leads from other channels

# The LinkedIn Consolidation

Amid all this complexity, one pattern emerges with remarkable clarity: LinkedIn has become the singular platform where B2B marketers can simultaneously build brand credibility, demonstrate thought leadership, and drive performance outcomes. It's where buyers discover and evaluate expertise before entering your funnel. It's where decision makers consume content throughout extended evaluations. It's where thought leadership reaches purchasing decision-makers. It's where advertising delivers measurable returns that outpace traditional channels. And, you can also talk about your pet dog and what you had for dinner.

This creates an opportunity for marketing leaders. LinkedIn offers the most efficient path to reach, engage, connect, and influence B2B buyers at scale. And, organizations that master its full capabilities gain significant competitive advantages.

You have the data to make better decisions. The question is whether you're willing to rewrite your playbook based on what that data is telling you.

The buyers are buying. The channels are channelling. The opportunity is clear.

The only question remaining is:  
What will you do now?

# Credits

Turns out, creating a comprehensive LinkedIn benchmark report requires more than just good data - it requires a lot of coffee and great partnerships.



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

We combined Factors.ai's proprietary performance data from 100+ B2B companies with independent research, expert interviews, some robust discussions, and a healthy dose of analytical curiosity.

Huge thanks to:

- Our industry experts: AJ Wilcox, Dylan Hey, Ali Yildirim, Kamil Rextin, and Shiyam Sunder for sharing their perspectives
- And the 125+ marketing leaders who took time to respond to our survey



## About 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.

Trusted 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.



## About NeonTrumpet

NeonTrumpet is a product marketing agency that helps B2B SaaS companies build predictable pipeline and achieve revenue targets through clear positioning, differentiated messaging, engaging content and flawless GTM experiences.

NeonTrumpet's clients include global enterprises and high-growth startups across technology and B2B SaaS sectors.

*Oh, and we write reports like this one too.*