Measure LinkedIn Ads Performance with **Factors.ai**

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1. Timeline view of account engagement

What it Shows

Visualizes each account's journey as a timeline, layering LinkedIn signals (ad views, clicks, impressions) with other signals like website visits, form fills, sales outreach, or meetings.

Why it Matters

Most reports show data in aggregate, but journeys are not linear. The timeline view helps teams see *how LinkedIn ads interact with other touchpoints over time*. For example: repeated ad exposures warm up an account → they later come via paid search → and then convert. This shows the sequencing that attribution models usually miss.

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allego.com   ⤢ Open   ⧉   ✕

Overview   **Timeline**

📅 **Wed, 06 Aug 2025**

| 12:33 AM | 🗓 Page View | Page Url
/book-a-demo | ⋰ Anonymous User |

| 12:33 AM | 🌐 Website Session | Channel
Paid Search | ⋰ Anonymous User |

📅 **Tue, 05 Aug 2025**

| 05:30 AM | 💼 Linkedin Ad Viewed | Campaign
TDD │ BrandAwareness │ Videos │ Q1'25 | ⋰ Account Activity |

📅 **Mon, 04 Aug 2025**

| 05:30 AM | 💼 Linkedin Ad Viewed | Campaign
TDD │ BrandAwareness │ Videos │ Q1'25 | ⋰ Account Activity |

📅 **Thu, 31 Jul 2025**

| 05:30 AM | 💼 Linkedin Ad Viewed | Campaign
TDD │ BrandAwareness │ DocAds │ Q1'25 | ⋰ Account Activity |

| 05:30 AM | 💼 Linkedin Ad Viewed | Campaign
TDD │ BrandAwareness │ Videos │ Q1'25 | ⋰ Account Activity |

| 05:30 AM | 💼 Linkedin Ad Viewed | Campaign
TDD │ BrandAwareness │ TLA │ Q1'25 | ⋰ Account Activity |

| 05:30 AM | 💼 Linkedin Ad Viewed | Campaign
TDD │ LeadGen/WebConv │ SingleImage │ Q1... | ⋰ Account Activity |

2. Influence of LinkedIn Ads on website sessions and form submissions
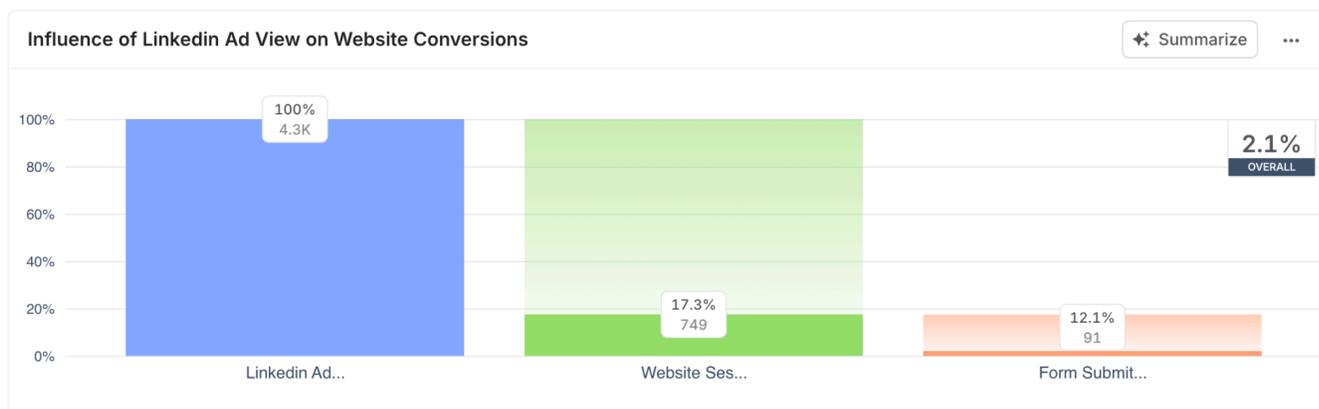
What it Shows
Tracks how many accounts that view LinkedIn Ads later come to the website and submit a form.

Why it Matters
Website conversions are often attributed only to direct or last-touch channels, ignoring the awareness LinkedIn ads create upfront. In reality, ads drive qualified traffic that is more likely to convert once on the site.

How to Read It

- Funnel view: LinkedIn ad exposure → website visit → form fill.
- Compare against accounts that submitted forms without prior ad exposure to measure lift in conversion rates.

Influence of Linkedin Ad View on Website Conversions — Summarize

100% / 4.3K (Linkedin Ad...)	17.3% / 749 (Website Ses...)	12.1% / 91 (Form Submit...)

2.1% OVERALL

3. Influence of LinkedIn Ads on Deal creation/opportunities and customers

What it Shows
Tracks accounts that viewed a LinkedIn ad, then became an opportunity , and ultimately converted into closed-won customers.

Why it Matters
If marketing teams are using first or last touch models, most deals will never be attributed to LinkedIn Ads. But, ads often influence deals by creating awareness and driving consideration even without clicks.

How to Read It

- Funnel view: LinkedIn ad view → opportunity creation → closed-won.
- Use this to evaluate not just *lead generation*, but LinkedIn's actual contribution to driving opportunities and customers

- You can also break this down at a campaign level, to see which campaigns drove accounts down the funnel

	Session Campaign of ⓘ	Conversion Rate	Time to Convert	LinkedIn ad viewed	Opportunity created	Opportunity won
				# count of accounts	# count of accounts	# count of accounts
☑	Overall	0.9%	45d 6h	16K	556	147
☑	DM__Awareness_2140679_Platform__Deal acceleration	1.3%	39d 21h	2.4K	78	31
☑	DM_None of the above_Demand Generation_2107198_Platform_Bottom_Retargeting campaigns	3.2%	50d 9h	920	64	29
☑	IM_Outsmart Adversity_Demand Generation__Sprinklr Service_Mid_Asset Downloads	0.8%	42d 0h	2.7K	151	23
☑	PM_None of the above_Demand Generation_2732472_Sprinklr Marketing__Linkedin MDF	19.7%	34d 15h	71	21	14

4. LinkedIn Ads Impact on Paid Search

What it Shows
Tracks accounts that viewed LinkedIn ads, then visited the website via paid search, and finally submitted a form.

Why it Matters
Paid search performance is often attributed in isolation. In reality, LinkedIn ads often spark that intent. Cutting LinkedIn spend eventually reduces leads from search, but most teams don't see this link.

How to Read It
This funnel report shows how many accounts did the following events in this sequence: LinkedIn ad view → paid search visit → form fill. You can also compare with the broader report of all paid search sessions to see how conversion rates differ between exposed vs. non-exposed accounts.

Report: 8k accounts viewed LinkedIn Ads → 874 accounts visited website via paid search → 67 accounts submitted a form. Form submission rate = 7.7%
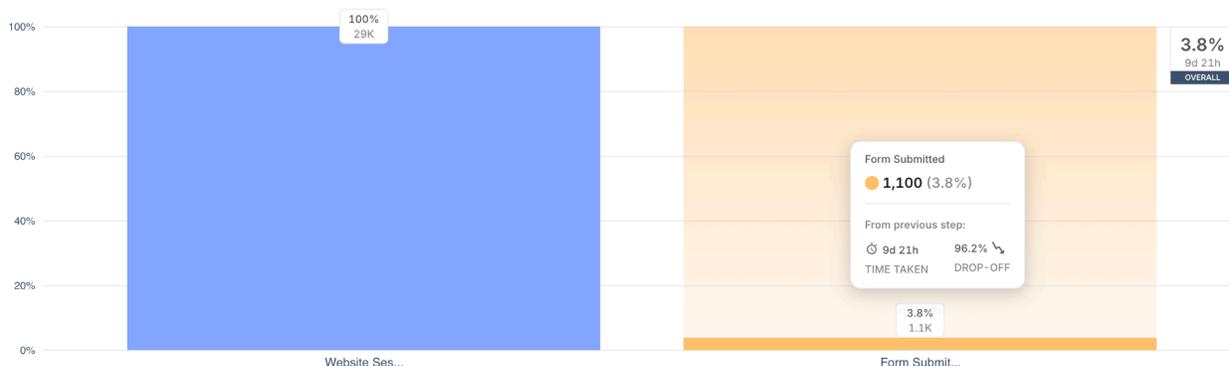
Report: 29k accounts visited website via paid search → 1100 accounts submitted a form. Form submission rate = 3.8%

# 5. Influence of LinkedIn Ads on Sales Efficiency

What it Shows
Tracks accounts that viewed a LinkedIn ad, then responded to an engagement email, and finally converted into a sales meeting.
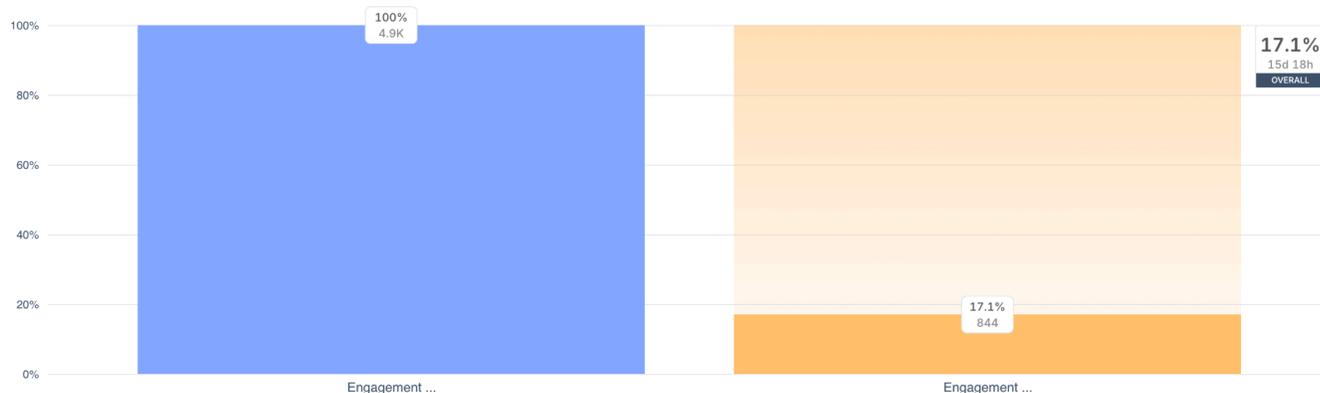
Why it Matters
LinkedIn ads create awareness and warm up accounts so that sales outreach lands better. Without this context, teams may undervalue the ads' role in making sales more productive.

How to Read It
24k accounts viewed LinkedIn Ads → 755 engaged with sales emails → 166 booked meetings. Conversion rate from emails → meetings = 22%
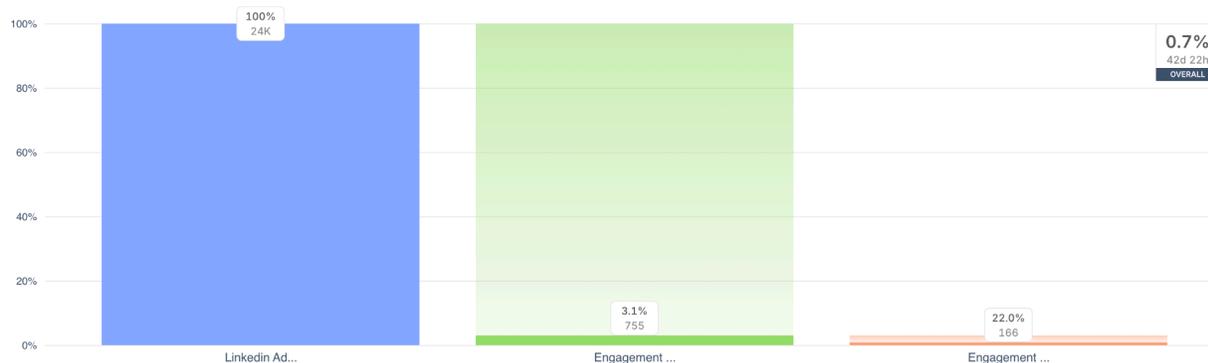
You can also compare this with the overall conversion rate from engagement emails → meetings booked to check the lift due to ads. Here it's 17.1%.

# 6. Influence of LinkedIn Ads on Content Marketing

What it Shows
Tracks accounts that viewed a LinkedIn ad, then landed on a blog page, and eventually submitted a form.

Why it Matters
Blogs rarely convert cold traffic on their own—buyers need prior awareness. LinkedIn ads help seed that awareness, making blog visits and conversions more meaningful. Without this visibility, teams may underestimate the true impact of content.

How to Read It
Report 1: The funnel shows the journey: 8k accounts viewed LinkedIn ads → 934 visited website via blog → 58 submitted a form. Form submission rate = 6.2%
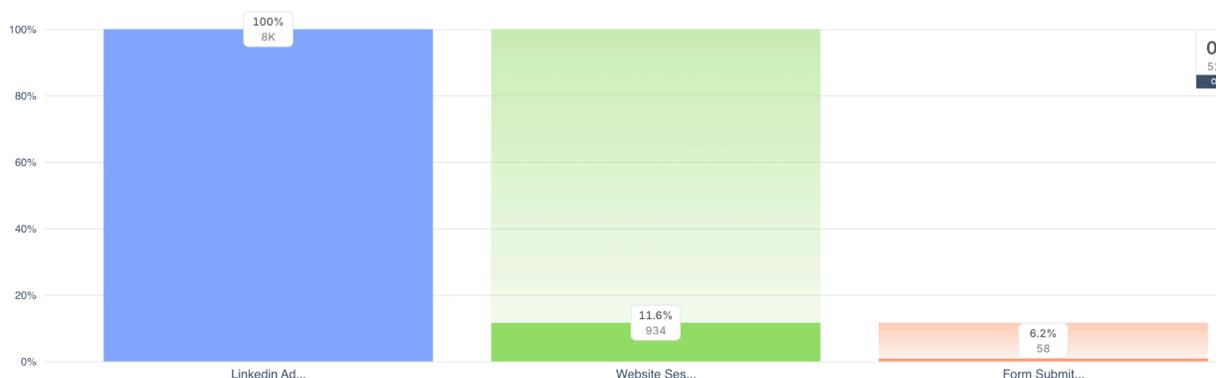
Report 2: The funnel shows the journey: 24.1k visited website via blog → 712 submitted a form. Form submission rate = 3%
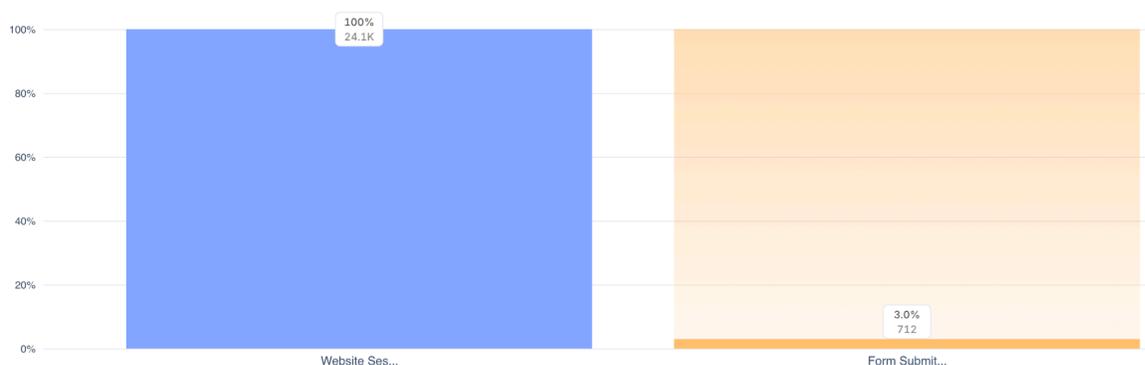
By comparing this path with blog conversions from non-ad-driven traffic, you can see how much more effective content is when preceded by LinkedIn exposure.

7. Influence of LinkedIn Ads on Direct & Organic Traffic

What it Shows
Tracks accounts that viewed LinkedIn ads, then later visited the website through direct or organic search, and ultimately converted.

Why it Matters
Buyers don't just type in your URL or discover your blog randomly—awareness usually comes from earlier exposure, like LinkedIn ads. If ad spend is cut, the performance of these channels will degrade.

How to Read It

Analyse   All Accounts ▾

⁝ 1   [in] Linkedin Ad Viewed   ···   ⧩   🗑
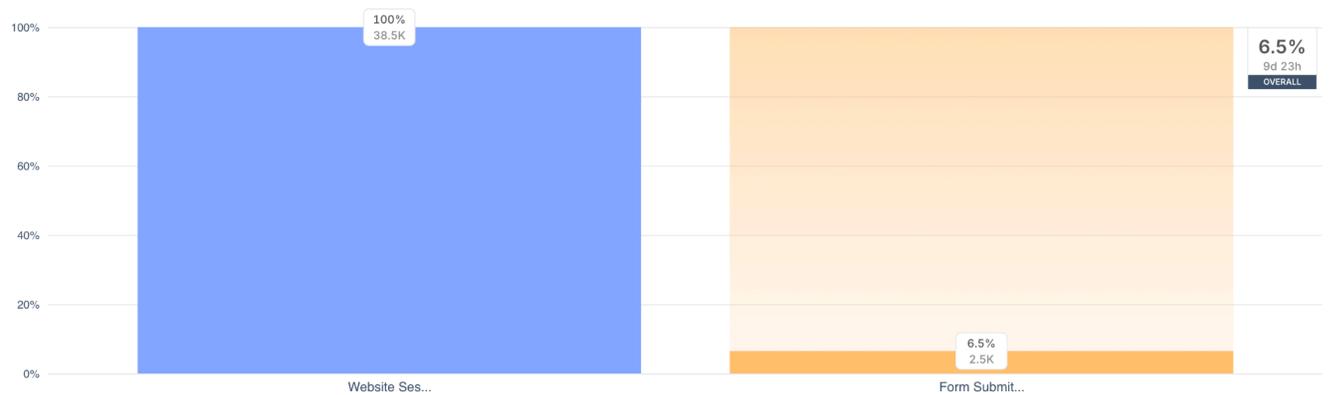
2   ☰ Website Session   ···

where   📢 Channel   equals   Direct, Organic Search   ✕   ➕

➕ Add another event

Report 1: The funnel shows the sequence: LinkedIn ad view → direct/organic visit→ Form submission. 2.6k out of the 24k accounts that viewed LinkedIn Ads visited the website via direct or organic search later. Form submission rate = 17.4%

Report 2: The funnel shows the sequence: All direct/organic visits → Form submission. Form submission rate = 6.5%. This shows that LinkedIn Ads doesn't just influence website visits from direct/organic channels, but also increases conversion rate.

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8. Accounts 360 View

What it Shows

Provides a complete account-level view combining LinkedIn ad activity (views, clicks) with other engagement signals such as sales emails, calls, website sessions, and more.

Why it Matters

Marketing and sales often operate in silos. Without a unified view, sales might not know which accounts are warming up through ads, and marketing might miss accounts already in active conversations. This report bridges that gap by showing *all signals in one place*.

How to Read It

- Look at ad views/clicks per account alongside sales touches.
- Spot accounts where marketing engagement is strong but sales hasn't reached out yet → good targets for outreach.
- Spot accounts where sales is already engaging → marketing can reinforce with more ad exposure.

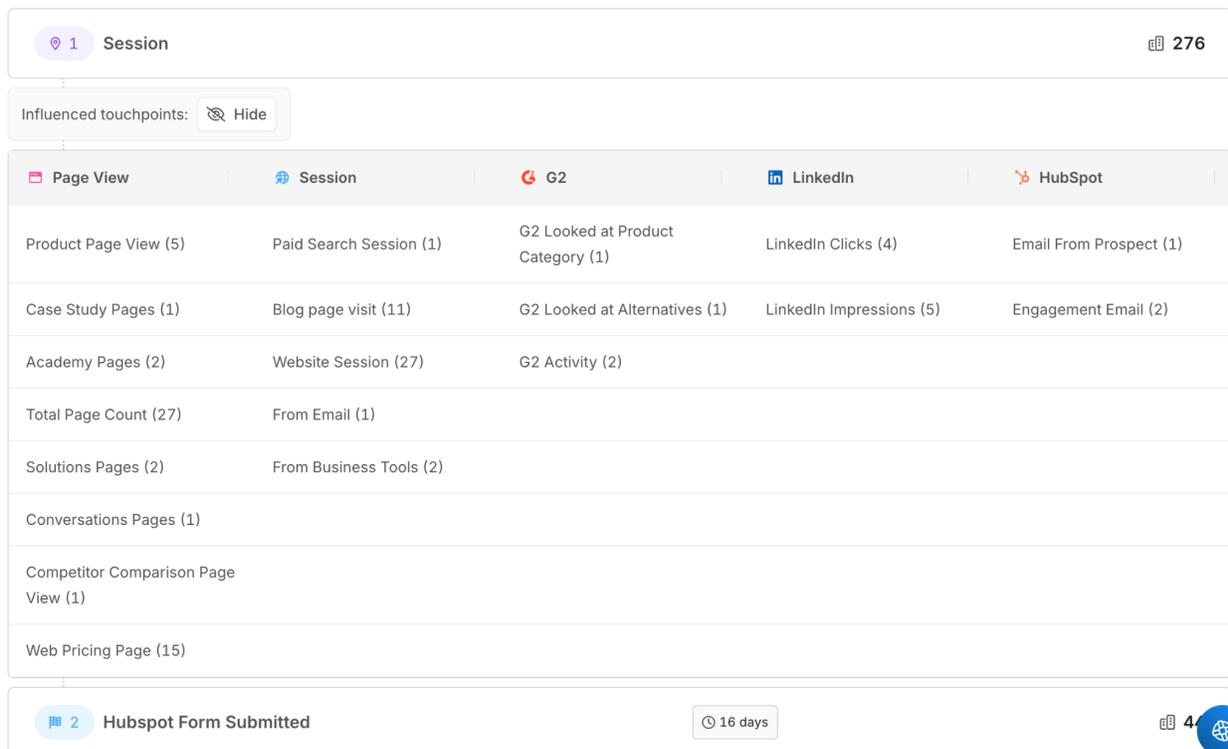| Account Domain	Engagement ...	ABM: LinkedIn Ad View	ABM: LinkedIn Ad Clicks	ABM: Engagement Email
epsilon.com	🔥 Hot	181	6	–
startree.ai	🔥 Hot	116	6	–
webfx.com	☀️ Warm	12	6	–
productboard.com	🔥 Hot	94	5	–
grazitti.com	🔥 Hot	76	5	–
icims.com	🔥 Hot	218	2	–
simpplr.com	🔥 Hot	39	1	–
betterment.com	🔥 Hot	63	1	–
cohere.com	❄️ Cool	6	1	4
retool.com	❄️ Cool	4	1	–

9. Milestones

What it Shows

Lets you select two buyer stages and measure how LinkedIn ads influence progression between them.

Why it Matters

Marketers often know *if* accounts are progressing, but not *how* LinkedIn ads contribute to that movement. Milestones help connect ad exposure with real funnel progression, instead of just clicks or form fills.

📍 1	Session			🗒 276

Influenced touchpoints: 👁 Hide

🗓 Page View	🌐 Session	🔴 G2	💼 LinkedIn	HubSpot
Product Page View (5)	Paid Search Session (1)	G2 Looked at Product Category (1)	LinkedIn Clicks (4)	Email From Prospect (1)
Case Study Pages (1)	Blog page visit (11)	G2 Looked at Alternatives (1)	LinkedIn Impressions (5)	Engagement Email (2)
Academy Pages (2)	Website Session (27)	G2 Activity (2)		
Total Page Count (27)	From Email (1)			
Solutions Pages (2)	From Business Tools (2)			
Conversations Pages (1)				
Competitor Comparison Page View (1)				
Web Pricing Page (15)				

📩 2	Hubspot Form Submitted		⏱ 16 days	🗒 44

10. Direct Comparison of LinkedIn with Other Channels

What it Shows
A segment insights report that compares funnel performance across channels. Metrics tracked include website sessions, MQLs, SQLs, opportunities, pipeline, revenue, and more.

Why it Matters
Most teams rarely compare full-funnel channel performance. This leads to undervaluing channels like LinkedIn, which may often drive higher-quality accounts and stronger pipeline. Comparing across channels helps reveal where true revenue impact comes from.

How to Read It
Select two or more audience segments (e.g., LinkedIn-engaged accounts vs. paid search accounts). Follow their progression across the funnel: sessions → MQLs → SQLs → Opps → revenue. Look for differences in conversion rates, deal sizes, and pipeline contribution between LinkedIn and other channels.

factors.ai

Engaged on LinkedIn

☰ List | ◎ Insights | ▦ Milestones | ⏲ Automation | ⋯

⇩ Show filter (1)

📅 Jul 01, 2025 - Jul 31, 2025   🕒 Engaged on LinkedIn | Paid search ⌄

🏢 Accounts currently in segment
32.2K
↗ 100.0%
16.1K in Paid search

🔥 Accounts with High engagement
5.8K
↗ 22.5%
4.8K in Paid search

These metrics show the current state and are independent of the date range

🌐 Website Analysis

Website Sessions	% of Total Website Sessions	Total Visitors from this Segment	Total Page Views
25K	**44.0%**	**5.7K**	**209.9K**
↗ 148.5%	↗ 148.5%	↗ 20.5%	↗ 391.0%
10K in Paid search	17.7% in Paid search	4.7K in Paid search	42.7K in Paid search

2k

📈 Marketing Engagement Analysis

Marketing qualified leads	Sales qualified leads	Opportunity Created	Pipeline Created
500	**361**	**38**	**$320.2K**
↗ 87.3%	↗ 132.9%	↗ 153.3%	↗ 103.0%
267 in Paid search	155 in Paid search	15 in Paid search	$157.7K in Paid search

💡 Sales Opportunity Analysis

Average Deal Size	Revenue Booked	Close Rate (%)	Avg Sales Cycle Length
$8.4K	**$216.9K**	**60.5%**	**124d 13h**
↙ 19.9%	↗ %	↗ %	↗ 166.9%
$10.5K in Paid search	$0 in Paid search	0% in Paid search	46d 16h in Paid search

11. LinkedIn Company Intelligence API Metrics

Note: This will only be available after the official launch towards September end, 2025.

What it Shows
Displays all Company Intelligence API metrics, broken down by account details (e.g., company name, domain) or by campaigns.
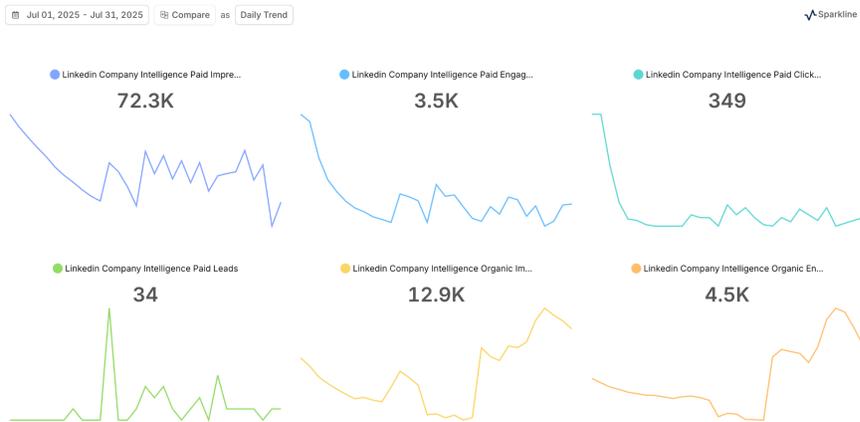
Why it Matters
Marketers often lack visibility into which companies are engaging with their ads and organic content.

How to Read It
The report maps all the metrics by accounts and by campaigns. For example, we got three leads from Amazon from campaign 1.

	Campaign name	Company name	Linkedin Company Intelligence Paid Engagements ↓	Linkedin Company Intelligence Paid Impressions	Linkedin Company Intelligence Paid Leads
☑	ABM_Core_Customer-No-opp_Lead-gen_Global_InMail_Analyst-Report_07.2025_Director+VP	Amazon	924	0	3
☑	ABM_Core_Customer-No-opp_Lead-gen_Global_InMail_Analyst-Report_07.2025_Director+VP	Microsoft	622	0	2
☑	ABM_Core_Deal-Acceleration_Lead-gen_Global_InMail_Analyst-Report_07.2025_Director+VP	JPMorganChase	586	0	1
☑	ABM_Core_Customer-No-opp_Lead-gen_Global_InMail_Analyst-Report_07.2025_Manager	Microsoft	448	0	0

## 12. LinkedIn Ad Impressions by Accounts & Campaigns

What it Shows

- **Report 1:** which companies are receiving impressions, and how many.

- **Report 2:** how many accounts are influenced by a particular campaign
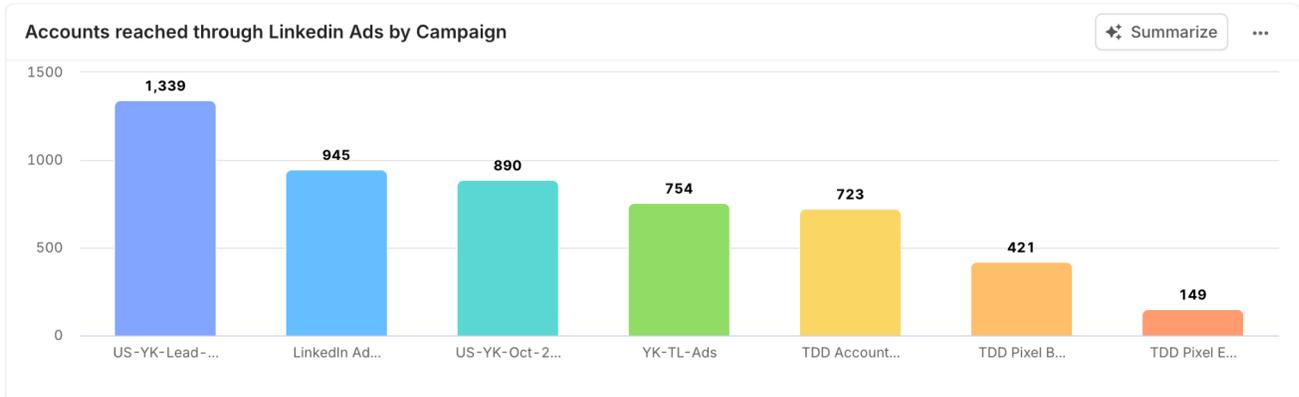
Why it Matters

Impressions are the first step in demand creation. But without knowing *who* is seeing the ads and *which campaigns* are delivering them, it's hard to measure reach or spot inefficiencies. This report brings clarity on whether impressions are reaching target accounts and if campaigns are aligned with strategy.

How to Read It

- Report 1: Each bar represents one account. The number represents the number of ad impressions served to that account.

Linkedin Ads Impressions by Account   ✦ Summarize   ···
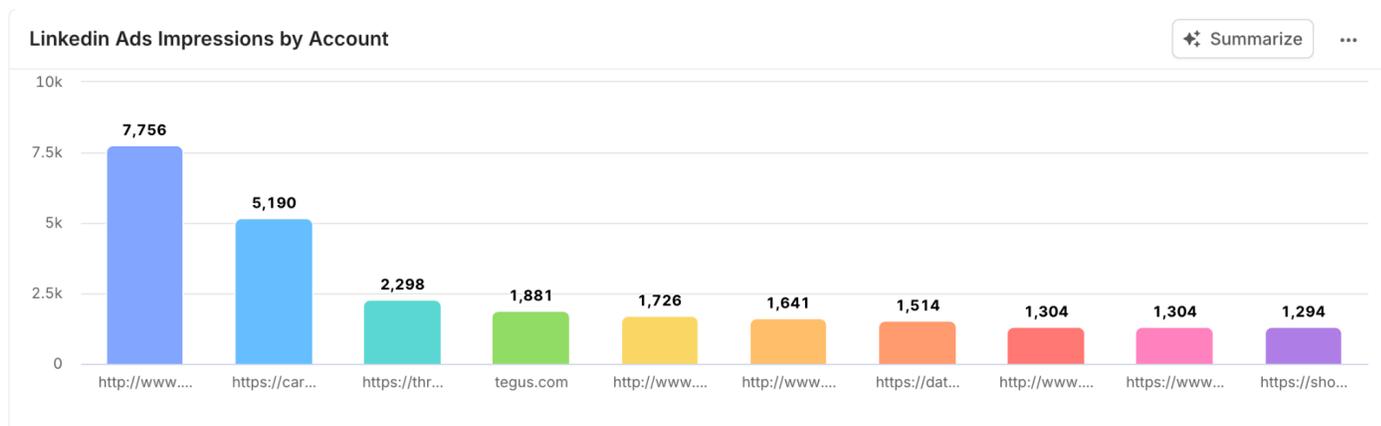
- Report 2: Each bar represents a campaign. The number represents the number of accounts reached by that campaign.

Accounts reached through Linkedin Ads by Campaign

Campaign	Accounts
US-YK-Lead-...	1,339
LinkedIn Ad...	945
US-YK-Oct-2...	890
YK-TL-Ads	754
TDD Account...	723
TDD Pixel B...	421
TDD Pixel E...	149

13. Re-targeting coverage with LinkedIn Ads

What it Shows
Measures how effectively website visitors are being retargeted with LinkedIn ads.

Why it Matters
Many teams assume they're retargeting all site visitors, but gaps are common. Without adequate coverage, high-intent visitors slip through without seeing follow-up ads.

How to Read It
Check overall retargeting coverage: % of site visitors being served LinkedIn ads.

Drill down by accounts or campaigns to see impression distribution.