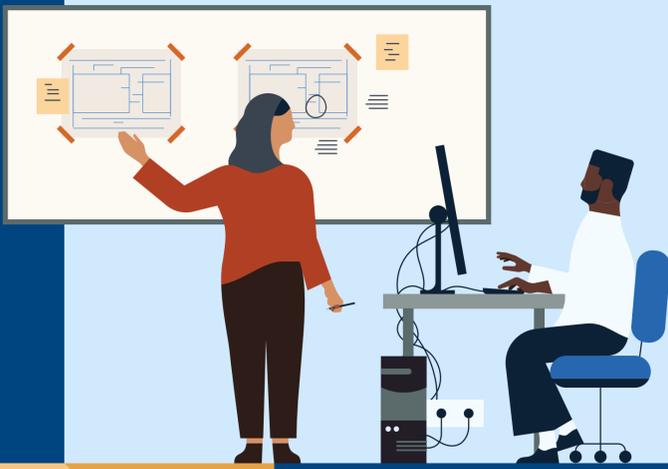


How B2B Marketing Leaders Can Better Measure Success



A measurement approach that enables clear and accurate performance tied to business impact can help prove ROI and secure budget.

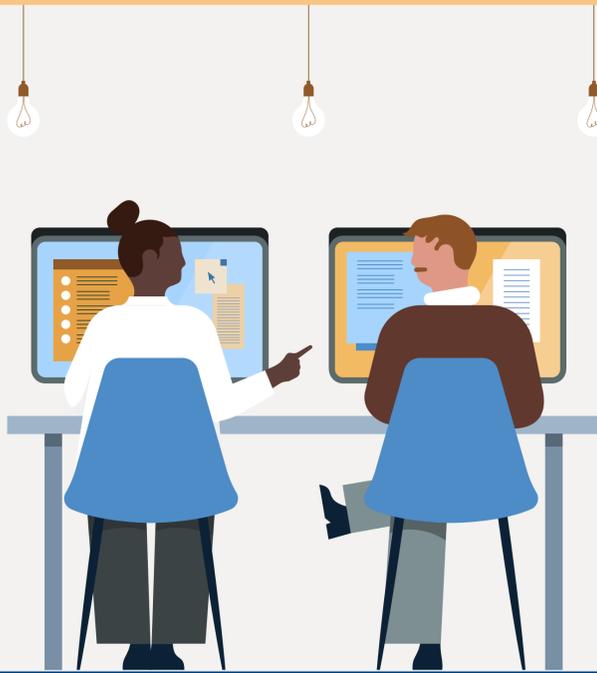
Measurement challenges in B2B marketing:

Pressure to demonstrate ROI can lead to measuring campaign success too early. **LinkedIn data shows only 4% of marketers wait the right amount of time (6+ months).**

66% of marketing leaders believe the time frame their team uses to measure ROI is about right, showing a disconnect between perception and real campaign performance. ¹

There is also a disconnect between the success metrics used and the ultimate goal of driving revenue. **Only 44% of MQLs pass through sales as a potential good fit.** ²

A value-first measurement strategy can solve a number of these challenges. What does this look like?



1. Automatically optimize campaigns to grow your market share.
2. Use insights to create a marketing and sales flywheel to better inform the right mix of engagements and buyer touchpoints.
3. Take stock of what you measure today, and design a roadmap to measure more closely to business outcomes, like revenue and sales.

How to effectively measure marketing outcomes:



Keep pace with industry shifts to generate pipeline and revenue

Today's industry changes offer the opportunity to adopt more inspiring business solutions. Advancements in AI can help marketers better understand and automatically invest in activities that drive greater cost efficiency, sales opportunities and revenue.

Align across teams for better results

Embrace greater transparency with a breadth of stakeholders - from finance to sales to operations - on your measurement roadmap. Marketing and sales teams should work together to build a joint view of the ICP, designing ideal complementary touchpoints across the buyer's journey.



Rethink your success metrics

Cookie deprecation and other data privacy changes are an opportunity to rethink our tried and true ways of measurement. New attribution methods offer more resilient advertising metrics, while AI surfaces deeper opportunities to automate and optimize campaign performance across the sales funnel.

LinkedIn tools that can help:



Campaign Manager Reporting Dashboard is a comprehensive toolbox for measurement. Marketers can track metrics such as impressions, engagement rates and conversions. This dashboard also gives you a breakdown of demographic information on who's converting so you can improve your ICP over time.



Revenue Attribution Report harnesses the power of your CRM data to showcase the real business value of your LinkedIn marketing efforts on business outcomes, such as sales revenue, generated pipeline and win rates. Quantify your efforts with lower funnel metrics like pipeline and revenue, focus on quality over quantity and assess the actual return on investment (ROI) derived from your campaigns.



Conversions API helps you get a more holistic look at campaign results by directly connecting your online and offline data from your servers to LinkedIn. Build high-intent, AI-powered audiences using your best conversion events as a seed audience.

Ready to connect the dots for your B2B marketing strategy? Head over to Campaign Manager and build your next winner.

1. <https://business.linkedin.com/marketing-solutions/b2b-benchmark>
 2. <https://www.gartner.com/en/digital-markets/insights/generate-high-quality-leads>