How Holded accelerated growth and transformed acquisition quality with a full-funnel strategy on LinkedIn

Holded grew preference and market presence among small-medium businesses (SMBs) while maintaining performance through a full-funnel strategy with Video Ads, Thought Leader Ads, and CAPI.

Industry: Software Development | Market: Spain | Company Size: 51-200 employees

The Challenge

Holded, an all-in-one business management platform for SMBs and freelancers, focused 90% of its marketing budget on direct-response conversions – limiting their reach to new audiences and growth. This approach increased acquisition costs and reduced exposure to higher-value SMBs, as competitors invested more in upper-funnel visibility while Holded relied on costly conversion ads that hindered long-term growth.

The Objective

Holded wanted to grow its market share among SMBs without harming marketing performance. To achieve this, they needed to team up with LinkedIn to shift from a conversion-only focus to a balanced full-funnel marketing strategy for sustainable growth.

The Solution

Holded partnered with LinkedIn to shift from a conversion-only strategy to a **full-funnel approach**, reallocating budget to include **Video Ads** and **Thought Leader Ads**. They used educational and customer-focused content to build trust with SMBs, maintained consistent activation, and improved optimization and measurement by integrating **Conversions API**. This helped Holded stand out, enhance its brand, and drive growth efficiently.

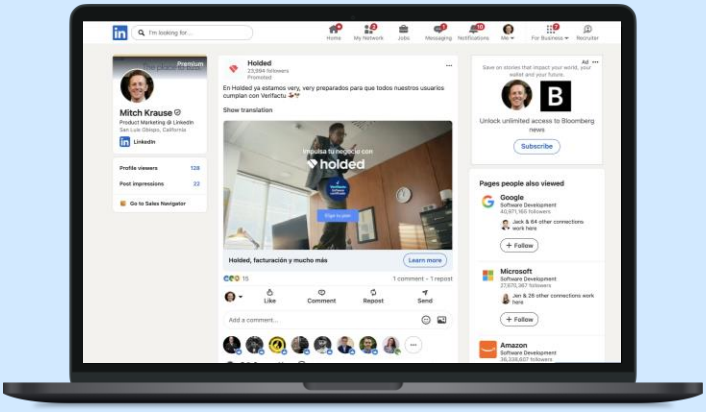
RESULTS

+22%
Lift in subscriptions

+34%
Improvement in Click-Thru Rate (CTR)

+97%
Increase in generated leads

-37%
Lower Cost per Conversion (CPC)



"By leveraging the combined impact of Thought Leader Ads, Video Ads, and the Conversions API, LinkedIn delivered thousands of new signups and became one of our highest ARPA acquisition channels. **This powerful, multi-product impact is why we've committed to significantly scaling our investment."**

Tony Precigout
Head of Growth, Holded