



Industry:  
SaaS

Market:  
UK & US

Size:  
51-200

## Connectd unlocks 2x revenue gains by shifting to a full-funnel, insight-led strategy on LinkedIn

### CHALLENGE

Connectd is a people-first platform built to help startups and scaleups grow with confidence by matching them with experienced fractional executives and strategic advisors. Powered by AI-driven insights and smart matching technology, their mission is simple: make sure the right experts land in the right companies at the right moment.

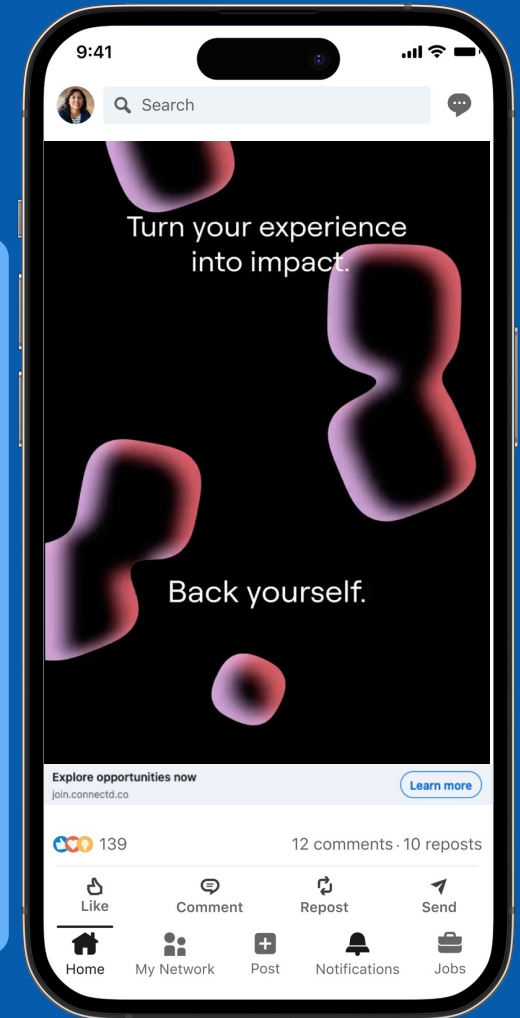
As the team prepared to expand from the UK into the US, they knew their marketing engine needed to scale alongside their ambition. But gaps in measurement and attribution—rooted in inconsistent conversion tracking in HubSpot and a heavy reliance on a single ad format—made it difficult to see the full impact of their efforts or optimize with speed. To unlock their next stage of growth, Connectd needed a more complete measurement foundation and a more diversified mix of formats to reach and convert their audience with confidence.

### SOLUTION

To tackle these challenges, Connectd strengthened their LinkedIn foundation by implementing the Conversions API through HubSpot, syncing CRM data to unlock richer insights, additional optimisation levers, and clearer visibility into conversion performance.

With this infrastructure in place, they expanded beyond Conversation Ads and adopted a more diverse mix of formats—including Document Ads, Thought Leader Ads, and boosted posts around key brand moments—to engage their audience across the full buyer journey.

They also used LinkedIn Insights to identify high-value industries, job titles, and priority US regions. These insights informed both targeting and broader go-to-market planning, resulting in a streamlined campaign structure designed to efficiently reach their highest-value audiences.





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## RESULTS

**↑2x** increase in average monthly revenue

**↓10%** decrease in cost per conversion through ad diversification

And the impact went beyond performance metrics—Connectd’s revamped strategy helped earn them the No. 5 spot on the 2025 LinkedIn Top Startups List.



LinkedIn has played an integral part in our growth journey. We’re close to \$15M in ARR—when I joined over four years ago that sat at \$50K.



**Oliver Tarpey**  
Chief Marketing Officer

