

# Net Zero Now showcases marketing results and creates alignment using HubSpot and LinkedIn's Revenue Attribution Report

**netzeronow**

**Location:** London, UK | **No. of Employees:** 11-50 employees  
**Industry:** Environmental Services



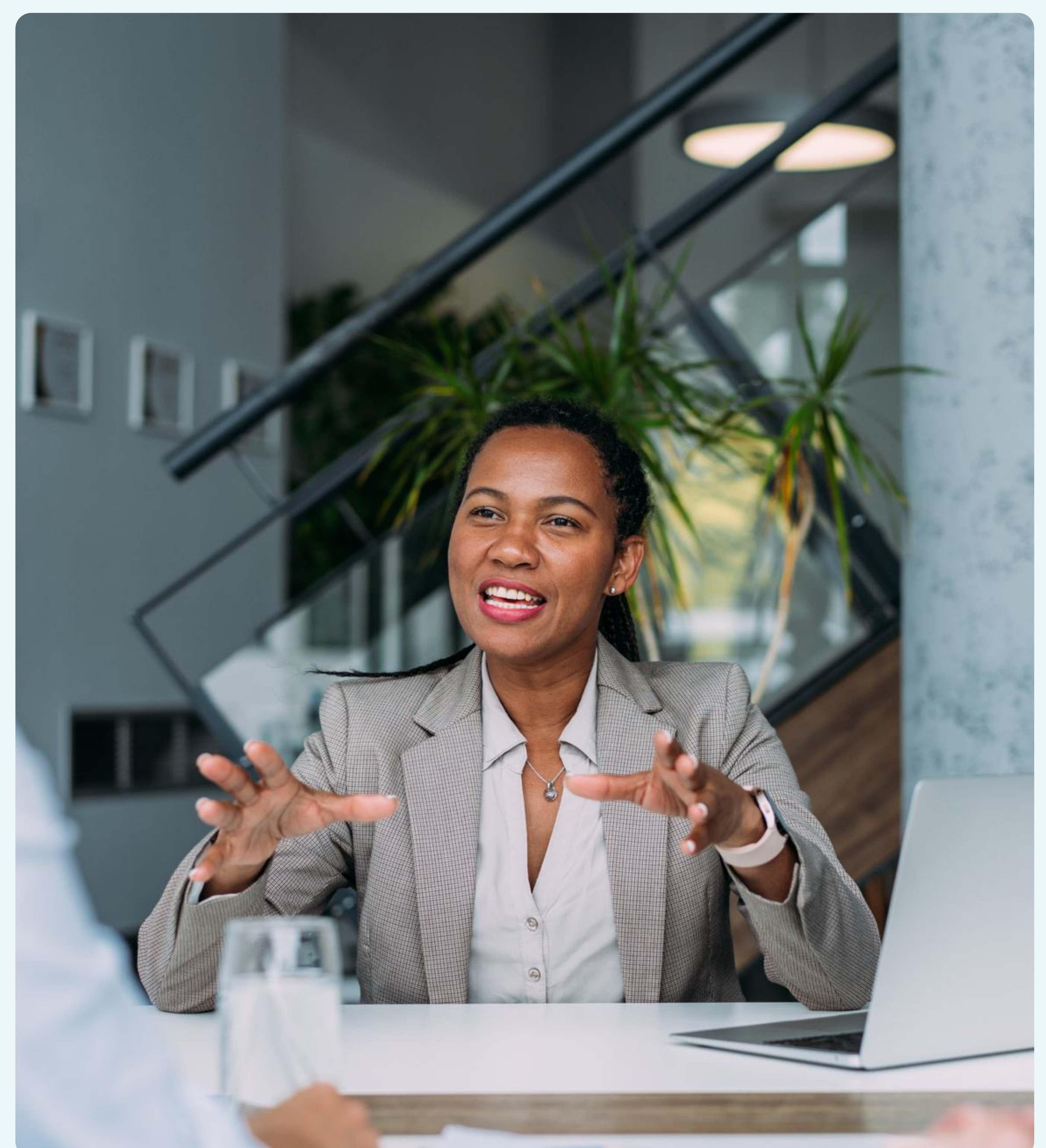
Net Zero Now is a London-based company that helps other businesses on their journey to greater sustainability and net-zero certification. For their ABM-driven marketing approach, Net Zero Now made LinkedIn the centerpiece of an omnichannel, full-funnel strategy. They did so by combining revenue data from HubSpot with LinkedIn ad data and targeting tools, enabling them to navigate complex buying committees. By integrating LinkedIn's Business Manager with HubSpot's Smart CRM, Net Zero Now streamlined reporting and tapped into the Revenue Attribution Report. With the report, they were able to achieve and showcase 2x ROAS over a six-month period.



## Challenge

## Navigating complex buying committees for effective ABM

- Net Zero Now uses an account-based marketing strategy to identify new prospects and clients, with the marketing function highly focused on securing qualified leads.
- Like many companies in the B2B space, especially those running ABM campaigns, Net Zero Now faces challenges when it comes to reaching the right people and roles within complex buying committees and delivering the right message. "We calculated that we need to interact with and influence between four and six different decision-makers," says Andrea Piras, Head of Demand Generation.
- Net Zero Now wanted a solution that would help them effectively navigate the decision-making landscape, while enabling them to execute on an integrated full-funnel approach at scale, measuring appropriately for each stage.
- For a growing smaller business, demonstrating results across the organization and developing stakeholder alignment around marketing investments is critical.



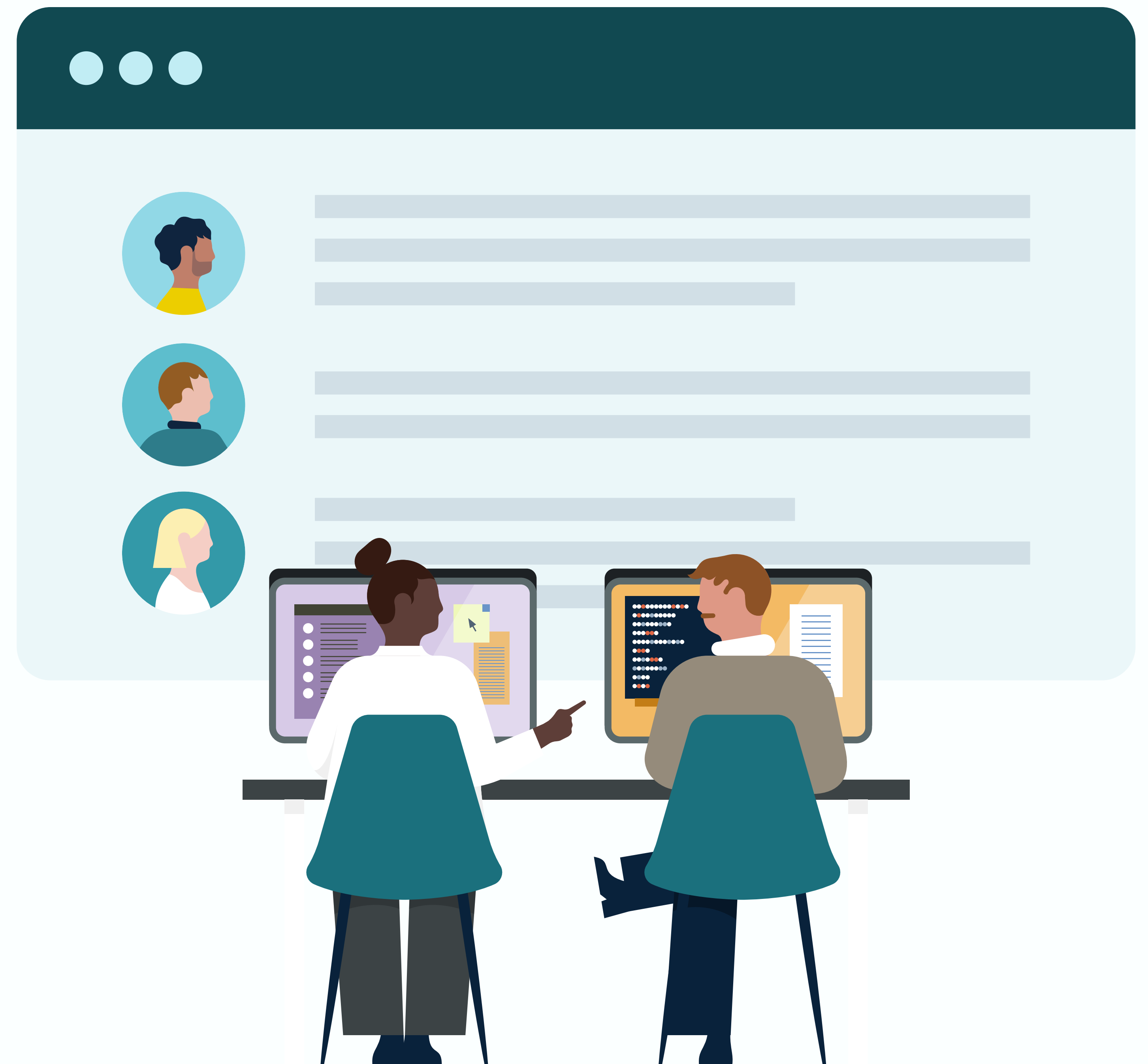




## Solution

## Unlocking revenue insights with LinkedIn and HubSpot integration

- Piras and Net Zero Now have developed an integrated, omnichannel marketing strategy with LinkedIn living at the heart of their advertising ecosystem. The unique data and targeting tools available through the platform help remove the mystery of buying committee structures and dynamics.
- “Our solution can be tailored around the needs of different industries and different-sized companies,” Piras explains. To customize their messaging for resonance, they started categorizing different segments, and defining ideal customer profiles down to the specific role and job title within a committee.”
- “We understood over time and testing different campaigns that it was crucial for us to engage in different ways and touch points with all of them, if we wanted to increase the likelihood of converting them to a customer,” Piras continues. “LinkedIn provides us the tools to execute our analysis and to interact exactly with the key influencers on our customer journey – something we've not been able to achieve with other advertising platforms.”
- Net Zero Now takes advantage of LinkedIn’s ability to smoothly sync up with other popular platforms, such as HubSpot’s Smart CRM, to streamline data for clarity and reliability. This makes it easier for Piras to see opportunities and share results.
- “The Revenue Attribution Report put me and the marketing team in a better position to understand which type of optimization we can implement,” Piras shares. “How can we A/B test different campaigns, for example, to increase the return on advertising spend? Or shall we try something completely new? Should we focus on a specific segment rather than another? This report provides us with so much visibility we didn't have at all.”



**“The Revenue Attribution Report provides us with so much visibility that we didn’t have at all. We knew we were doing something right, but didn’t know exactly in which scale and in which direction.”**



**Andrea Piras**

Head of Demand Generation  
Net Zero Now







## Results

2x ROAS with clear attribution and enhanced alignment

- By integrating LinkedIn with HubSpot and taking advantage of the powerful Revenue Attribution Report, Net Zero Now has been able to drive efficient growth and effectively communicate it.
- Piras calls Return on Ad Spend (ROAS) the “queen metric” when it comes to communicating campaign performance. “When you're talking with the managing director, that's the thing they're going to ask you. You spend X, tell me, what's the return?”
- The Revenue Attribution Report, which Net Zero Now is able to access by integrating their revenue data from HubSpot's Smart CRM into LinkedIn, offers a direct line of sight into true performance and makes it simple for Piras to report on ROAS and other key performance metrics, showcasing impact and guiding strategic decision-making.
- “With the Revenue Attribution Report, having that level of visibility, saves me so much time,” Piras says. “It's not my assumption; the impact that our LinkedIn campaigns are having on our pipeline, it's right there. It's written on a screen that I can use on a report card to properly share with the rest of the board and other department heads. It's truly amazing.”
- By running an expertly-designed LinkedIn strategy and gaining clear line of sight into results, Net Zero Now was able to show they achieved 2x ROAS over a six-month period.

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**Andrea Piras**

Head of Demand Generation  
Net Zero Now

↑ **2x**

Return on Ad Spend across  
a 180-day snapshot

