

# How Velocity Global successfully made the case for a full-funnel strategy, backed by LinkedIn's Revenue Attribution Report



**Velocity Global™**

Location: Denver, CO | No. of Employees: 900  
Industry: Talent Solutions

Velocity Global, a Denver-based SaaS company, sought to sustain a burst of rapid growth. They used LinkedIn's advanced targeting to deliver tailored content across the buying journey and measured performance using LinkedIn's Revenue Attribution Report powered by a CRM integration with Salesforce. The results helped the marketing team justify a full-funnel strategy and emphasized the long-term value of brand awareness advertising.



## Challenge Developing a full-funnel marketing strategy to sustain growth

- To sustain growth, Velocity Global wanted to grow brand awareness with a larger audience. They knew their buyers were on LinkedIn, they just needed new methods of reaching them – and a method for reporting on bottom line impact.
- In order to prove their marketing tactics worked, the team also needed reliable data that went beyond vanity metrics to reveal movement across the more nuanced full-funnel journey.

“We were seeking to understand the true impact and influence LinkedIn was having on revenue for our business.”

**Sarah Schumacher**

Senior Growth Marketing Manager  
Velocity Global



“Being able to target so granularly and educate our audience through different types of ads, from top-of-the-line awareness to retargeting, was a significant part of our success on LinkedIn.”

**Sarah Schumacher**

Senior Growth Marketing Manager  
Velocity Global



## Solution Proving marketing's impact on business results

- Velocity Global leveraged LinkedIn's advanced targeting capabilities to reach a wider audience.
- To truly enact a full-funnel strategy, Velocity Global expanded the LinkedIn ad formats they were using to both drive demand generation and boost brand awareness.
- By implementing the new Revenue Attribution Report, Velocity Global was able to connect advertising results with revenue information in their Salesforce CRM. This enabled the team to demonstrate the real business value of LinkedIn marketing by showing how leads influenced by LinkedIn advertising convert down funnel into closed-won opportunities.



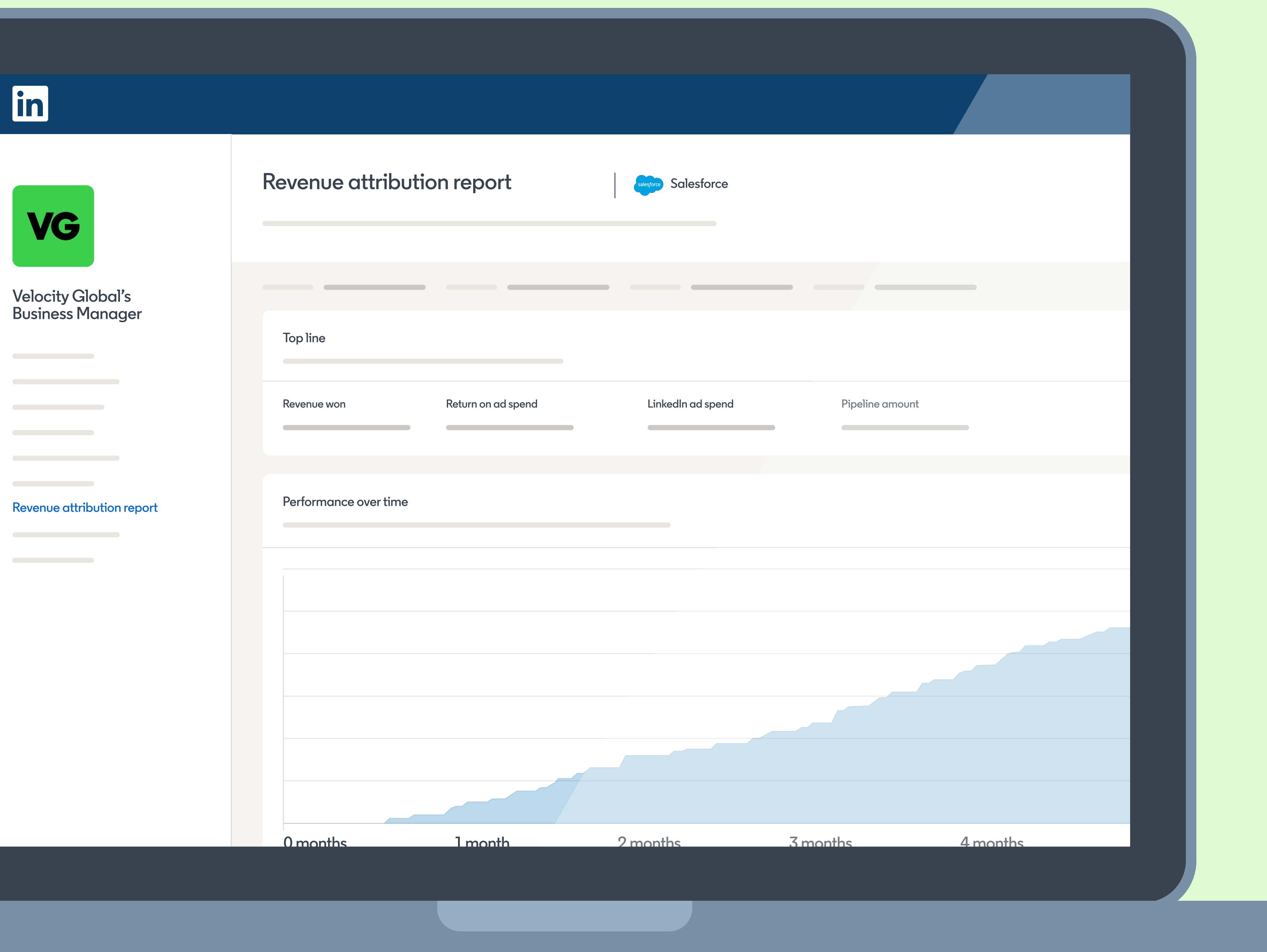
“These insights and reporting have helped us secure even more budget and to invest more in awareness across LinkedIn, because we now know that we're still benefiting from money that was spent long ago.”

**Jia Rae**

Senior Director of Demand Generation  
Velocity Global



## Results Realizing strategic advantages



- The Revenue Attribution Report allowed the team to drill into key metrics to validate their full-funnel hypothesis.
- Schumacher shares why this was an advantage: **“By doing so we were able to see the direct impact test campaigns had on our pipeline. This gave us the confidence we needed to double down on these ad formats and confidently invest more.”**
- **“It proved to us the value of having ‘always on’ campaigns to educate our audience across every stage of the buyer’s journey,”** says Schumacher, “and getting themselves familiar with Velocity Global. We discovered these thought leadership pieces and related content were a really good way to educate our audience on what we offer without having them commit to downloading the asset.”
- The marketing team used these results to prove their ROI to leadership and secure more budget to run additional brand awareness advertising.