



CHALLENGE

Meeting investor expectations for earlier revenue

In the past few years, industry analysts have noted increasing investor expectations around revenue. [Wing](#) points out that startups are maturing earlier, and that around [77% of Series A companies are now generating revenue](#).

Rather than altering these expectations, the pandemic has added increasing pressure for companies with marketing and sales-led growth motions to replace in-person demand generation efforts.

Digital has become the default, which we can see through a telling inflection in LinkedIn usage that speaks to when and how startups are focusing on demand generation.

Want more insight?

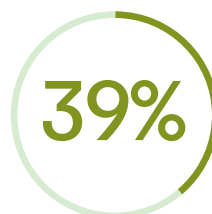
[Read full report](#)



Startups rely on LinkedIn's best-in-class lead generation capabilities to meet early revenue expectations

Startups prioritize lead generation in order to drive fast conversion

Lead generation has earlier buy-in than all other campaign objectives, becoming the main priority for most startups at Seed stage. By the time they reach Series A, the majority of startups incorporate lead generation campaigns into their marketing strategies in order to see early conversion and immediate revenue impact. By tapping into LinkedIn's +750M database of professionals, startups can confidently drive leads with high conversion potential.



of Seed startups have at least one lead generation campaign



of Series A startups prioritize lead generation campaigns



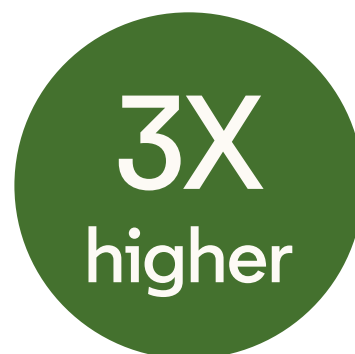
of LMS customers use LinkedIn Lead Gen forms



higher conversion rate using Lead Gen Forms over landing pages

Startups maximize conversion by integrating LinkedIn lead generation features

Startups incorporate lead generation campaigns on LinkedIn in order to reach audiences that are active and ready to engage. By leveraging features such as Lead Gen Forms, startups meet prospective leads where they are without leading them off-site. Lead Gen Forms come pre-filled with accurate member profile data, simplifying lead capture for sales teams while minimizing barrier to entry for customers and resulting in higher conversion rates on LinkedIn compared to other platforms.



LinkedIn's lead conversion rates are 3X higher than other major ad platforms¹

MainStreet

How [MainStreet](#) generated high quality leads to achieve growth

Series A startup MainStreet helps high-growth startups file and claim tax credits.



Challenge

Needed to widen bottom-funnel reach while maintaining a narrow ICP and working around tax laws.



Solution

Used LinkedIn's powerful targeting tools and seamless lead generation integration to target the right audience with the right messaging.



Results

Scaled their ARR by 400% using LMS lead generation tactics.

+ 400% Annual Recurring Revenue



"The biggest thing I would say with LinkedIn is that frequency of quality is the highest. And that's super important for companies that are trying to scale and scale reliably with a paid acquisition channel."

Rohun Vora

Growth Marketing, MainStreet

Put these insights into action

1

Use your ICP as your targeting guide to convert high-potential prospects.

2

Develop an action-oriented offer to engage and convert your audience.

3

Use lead generation forms to drive seamless leads and achieve higher completion rates.