



LinkedIn

Solving B2B Measurement

with LinkedIn Marketing Partners

How Should Marketers Approach B2B Measurement?

B2B measurement is notoriously difficult, and it's only getting harder. B2B marketers increasingly feel like lefties in a righties world: even as their tools grow more advanced, most marketing platforms simply aren't built for the B2B buying cycle.

With a patchwork of partial solutions marketers need to assemble disparate data points and have precious few options for making sense of it all, much less applying it strategically as quickly as needed.

Meanwhile, the ability to report on all this data is growing more important. With the depreciation of third-party cookies and the endlessly increasing competition, marketers need ways to accurately measure everything they do, and they need it faster and faster.

To overcome the challenges of B2B measurement today, what you need are systems that are finally built for marketers. You need solutions, tools or managed services that integrate instead of fighting each other and give your teams everything they need to create, execute, and report on first party data-informed strategies that will deliver undeniable, measurable ROI. What you need is the help of [LinkedIn Marketing Partners](#)—our trusted experts who have dedicated solutions and services for LinkedIn.



Meet the Measurement Experts in B2B Marketing

When it comes to measurement, we know that there is no one-size fits all approach, so we've organized our LinkedIn Marketing Partners into five specialties built specifically for you.

Together, these five categories provide a comprehensive suite of the most critical measurement offerings you require today: Reporting & ROI, Signals, Experimentation, Verification, and Insights.

In this guide, you'll learn more about each of these specialties and how to apply them to your marketing. Explore how LinkedIn Marketing Partners can help you make the most of these techniques and capabilities — with illustrative real-world customer examples and success stories.

If you've been looking for a guide to the future of B2B marketing measurement, you've found it. Let's get started.

LINKEDIN MARKETING PARTNER SPECIALTIES



Reporting & ROI



Signals



Experimentation



Verification



Insights

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Reporting & ROI



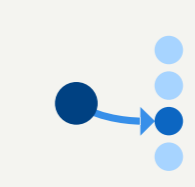
Reporting on results and measuring return on investment (ROI) are necessary for any digital marketing campaign.

By consistently measuring your ad campaigns' ROI performance, you can form a holistic understanding of the effectiveness of your ads. Then, you can use what you learn to continuously improve that performance over time.

LinkedIn Marketing Partners for **Reporting & ROI** offer you a much more nuanced understanding of the true performance of your ads in several key ways, equipping you with:



Account-level
engagement



Attribution
reporting



Analytics

Account-level engagement

Account-level engagement reporting capabilities facilitate account-based marketing (ABM) by providing your team with analytics on how individually-targeted accounts interact with your LinkedIn ads.

Monitor how these accounts engage with your ad campaigns in real time to understand exactly which campaigns are reaching your core audience most effectively. Use account-level analytics to make real-time changes and continuously improve performance.



Factors.AI is a campaign-driven revenue attribution platform that seamlessly integrates with LinkedIn to provide full visibility into accounts that are interacting on your LinkedIn ads — and how these interactions lead to conversions.

With Factors.AI, you can track the engagement of all account-level targets, tie this engagement directly back to your revenue data, and attribute conversions to the right campaigns.

↑ 34%

Rocketlane saw a 34% increase in lead generation using the integration between Factors.ai and LinkedIn.



Two Minute Reports unites data from your LinkedIn Ads, Pages, and other marketing platforms into a single overview to create live, visualized reporting dashboards.

Marketers can use Two Minute Reports to track the KPIs of account-level campaigns across channels in real-time, and make informed optimizations to ad spend and content on the fly.

↑ 20%

KPI Media improved conversions on LinkedIn Ads by approximately 20% thanks to insights from LinkedIn partner Two Minute Reports.



Supermetrics pulls all of your LinkedIn Ads and Pages data into a reporting or analytics tool of your choice. From there, you can view both paid campaigns and organic audience engagement down to the individual account level.

Supermetrics supplements account-level, cross-channel reporting with advanced metrics and data and allows you to optimize campaigns in real time and improve ROAS as quickly as possible.



Dynatrace beats event registration goal by 51% with help from Supermetrics

LinkedIn Marketing Partners in action

LMS PRODUCTS

AUDIENCE TARGETING

SPECIALTY

REPORTING & ROI

PARTNERS USED

SUPERMETRICS

FULL CASE STUDY

[VISIT LINK](#) →

Real-time reporting with Supermetrics

Dynatrace’s marketing team wanted to incorporate lessons from previous years campaigns into their 2023 Perform promotional campaign, their annual conference, with a goal of driving their highest registration yet.

Based on previous success, the team used an account-based marketing strategy focused on sponsored content and sponsored messaging, leveraging LinkedIn’s targeting capabilities to reach key audiences. But with little time to meet their ambitious goals, Dynatrace’s team needed a way to monitor the performance of their content in real-time, so they could make instant adjustments as necessary.

Monitoring performance in real time

“To achieve our goals, we leveraged the Supermetrics data integration with LinkedIn Ads to monitor ad performance in real-time,” Digital Marketing Director Andrew Brown explained.

“It allowed us to quickly make budget adjustments and focus our investment on top-performing ads and content.”

Exceeding targets with Supermetrics and LinkedIn

“In the end, we were very pleased with the results,” Brown shared. “We saw 10,000 more registrants year over year, 51% more registrants over the goal at a 41% lower cost per lead.”

Dynatrace achieved these results thanks to three key elements:

- Testing, tracking, and analyzing results in real-time
- Targeting key accounts and audiences using LinkedIn
- Using clear & concise messaging

“Thanks to the integration between LinkedIn and Supermetrics we had an always-on view of what’s working, what’s not, and where we had room for improvement.”



ANDREW BROWN
DIGITAL MARKETING DIRECTOR AT DYNATRACE

OUTCOMES

10,000
more registrants

↑ 51%
over goal

↓ 41%
lower cost per lead

Attribution reporting

Attribution reporting capabilities gives your team the ability to accurately track how each of your marketing channels and touchpoints are contributing to your overall ROI. Cross-channel reporting allows your team to combine various data sources from different channels and campaigns and analyze them in tandem.

Attribution reporting is vital for any marketing strategy where customers interact with multiple ads across several channels at different times before finally converting. This method allows you to see where your leads are engaging with your campaigns and when, determine where your marketing is most and least effective, and optimize across your entire customer journey.

With mature cross-channel reporting, your team will be able to derive insights into how each marketing channel affects performance on the other. This will provide you with a greater understanding of how to optimize across marketing channels and receive a more nuanced view of where marketing campaigns perform best.



Funnel

Funnel is the marketing data hub designed to help marketers connect, store, organize and share their data and save manual reporting time.

ACCORDING TO USERS

“The integration between Funnel and LinkedIn helps save us approximately a full working day on LinkedIn Ads reporting per week across the agency.”



RAHEEM SIMMS
REPORTING MANAGER, BRAINLABS

windsor.ai

Windsor.ai lets you integrate all LinkedIn Ads and Pages data into your reporting or analytics platform, so you can see both paid campaigns and organic audience engagement in one central location.

With a single place to see your LinkedIn data alongside information from over 80 additional channels and sources, Windsor.AI provides a comprehensive overview of the information you need to understand how your marketing channels work together.

SUCCESS STORY

Windsor.AI integrates seamlessly with LinkedIn, allowing businesses to spend an average of 35% less time on LinkedIn Ads reporting.

LINKEDIN MARKETING PARTNERS FOR REVENUE ATTRIBUTION

Reporting and ROI partners [Supermetrics](#), [Adverity](#), [Windsor.ai](#), [Power My Analytics](#), [Swydo](#), and [Adverity](#) now have the ability to pipe LinkedIn Revenue Attribution data into their dashboards, allowing you to understand the impact of your campaigns and easily share the results in the reporting platforms you use.

Analytics

Analytics allow your marketing reporting to go beyond flat evaluations of ROI and ROAS. Analytics partners compare metrics like impressions, clicks, and social actions, to learn which campaigns and ad creatives are most effective.

With an ever increasing wealth of marketing data points, you need marketing partners that can easily connect and manage data sets, allowing you to extract insights, visualize trends and opportunities.



adverity

Adverity is an integrated data platform for connecting, managing, and using your data at scale.

Adverity enables clients to decrease their CPA on LinkedIn by 25% thanks to increased efficiency in data collection and improved audience targeting.

77%

According to Adverity research, 77% of marketing professionals who say they are analytically mature still don't have a single source of truth and 68% still use spreadsheets for reporting.

Khoros

Khoros is a customer engagement platform that provides a single source of truth for multi-social channel publishing, analytics reporting, and real-time engagement metrics.

Khoros allows you to see the channels that are performing best in real-time and publish follow-up audience engagement just as quickly, creating a responsive customer journey that will keep your leads engaged.

ACCORDING TO USERS

“By leveraging the analytics available in Khoros, I continually analyze the performance of the articles in our LinkedIn newsletter, The Edge. This ongoing evaluation helps optimize the content for the next issue, and thanks to this optimization, we saw a 22% subscriber growth in 2023.”



DARIL GONZALES
HEAD OF SOCIAL MEDIA, NI (NATIONAL INSTRUMENTS)

Analytics

Whether your focus is to report on multiple campaigns on LinkedIn, or whether you want to combine LinkedIn data with other datasets to get a broader understanding of your marketing spend, analytics partners will help you reduce time to insights, optimize your campaigns and budget allocation.

Analytics partners can also save you time by automating and templating your reporting processes.

With the help of Advance Insights partners like [LiveRamp](#), you can learn more about your ad campaign performance and leverage that information more effectively than ever.



Swydo integrates with LinkedIn to allow your team to create customized reports and dashboards that monitor all marketing channels simultaneously.

With Swydo, you can combine your LinkedIn Ads campaign performance metrics with data from over 30 other channels to generate an all-inclusive report.

ACCORDING TO USERS

“Swydo's LinkedIn Integration is a game-changer for our social media reporting at Impremis Marketing and even our in-house brand Bare Pets. The in-depth metrics and comprehensive filters it offers have transformed how we approach our LinkedIn marketing efforts for both our D2C and B2B clients.”



JORDAN GLICKMAN
FOUNDER AND CEO, IMPREMIS MARKETING



Digivizer integrates LinkedIn Ads to give digital marketers a complete view across organic, earned, and paid marketing campaign performance on all channels.

Digivizer's reporting dashboards allow you to see direct comparisons across any platforms you use and over any period. You can filter by engagement, clicks, conversions, or ROAS to see which campaigns are performing best, where, and when.

SUCCESS STORY

Macquarie Data Centre used Digivizer's marketing analytics platform to boost LinkedIn ad conversions by 7.5 times in only one year.

How Plaid unlocked powerful measurement insights with clean room technology from LiveRamp & Habu

LinkedIn Marketing Partners in action

LMS PRODUCTS	VIDEO ADS
SPECIALTY	REPORTING & ROI
PARTNERS USED	LIVERAMP / HABU

Understanding true impact of building brand awareness

As a rapidly growing company, Plaid was focused on building trust and brand awareness to capture the attention of ready-to-buy users and potential future customers. However, like most marketers, Plaid faced challenges in measuring the true impact of its marketing efforts across channels.

They knew their target audience was on LinkedIn, but their in-house measurement system provided limited visibility into exposure and non-click conversions. Plaid sought a solution to bridge the gap between media campaign exposure and revenue outcomes, enabling effective budget allocation across their various channels.

Clean room solutions connect top of funnel campaigns to revenue outcomes

LinkedIn Advanced Insights, powered by LiveRamp and Habu clean room technology, provided the missing piece to Plaid's measurement puzzle, with visibility into the effectiveness of its campaigns beyond the last click.

In a recent video campaign, Plaid's internal data indicated a lower ROI compared to benchmarks. However, by running ROAS queries

in LinkedIn's secure third-party clean room with any-touch attribution, they discovered a significant number of users who were exposed to the ad may not have clicked, but later converted.

Armed with this valuable insight, Plaid was able to continue refining their paid marketing strategy and prioritizing campaigns that drove revenue. Additionally, the clean room helped Plaid gain valuable customer journey and audience insights, enabling them to segment those individuals who had converted to leads but were not yet closed. This data informed future retargeting campaigns.

Data-driven insights informing budget allocation

Clean room played a crucial role in validating the ROI of Plaid's LinkedIn campaigns, reaffirming their commitment to investing in the platform.

With this powerful validation and data-driven insights, Plaid can now make more informed decisions on resource allocation across different marketing efforts and channels. Moving forward, Plaid is poised to continue driving marketing success and achieve significant business growth.

OUTCOMES

↓ **3-5x**

higher ROI from LinkedIn compared to their internal click-based attribution model

“Thanks to the interaction with LiveRamp / Habu clean room we were able to connect the dots between marketing efforts on LinkedIn with revenue and pipeline has been extremely powerful. We can really see that our campaigns are having an impact beyond our internal systems and we should continue to invest.”



ALEX LONG
DIGITAL MARKETING AT PLAID

Collect the Right Signals



The objective of B2B measurement is to help you understand the whole story of what's working for your brand, so you can do more of that.

To get this story, you need to find the signals from your measurement technology that tells it. Signals, along with reporting offerings, allow you to capture and track the target's actions that matter most to your brand's unique story.

LinkedIn Marketing Partners for Signals take your ability to define, find, and report on these signals further than ever. Use Signal partners to enable the next level of:



Revenue attribution



Conversion tracking



Optimization

Revenue attribution

Revenue attribution is the process of matching your marketing costs directly against the sales revenue your company receives. This makes it a highly direct means of measuring the ROI of your marketing campaigns.

With strong revenue attribution measurement, you can understand more clearly how your marketing campaigns are impacting your bottom line. This will allow you to do more of what works and less of what doesn't, all while deriving insights on how marketing can influence revenue more meaningfully over time.

The [LinkedIn Revenue Attribution Report](#) allows you to link your CRM to Business Manager to show how your LinkedIn marketing impacts your sales metrics in detail.

GET STARTED WITH REVENUE ATTRIBUTION REPORT

- 1 Make sure you have a Business Manager account on LinkedIn.
- 2 Connect your CRM to Business Manager.
- 3 Enable Revenue Attribution Report and see the true ROI of your campaigns.

Velocity Global makes the case for a full-funnel strategy with help from Salesforce data

LinkedIn Marketing Partners in action

Reaching new audiences and testing full-funnel advertising

Velocity Global knew their audience was on LinkedIn, but they needed new ways to reach them, along with a new method for reporting on the impact of that outreach.

To prove what they were doing was working well enough to justify its continuation, the marketing team needed reliable data that revealed movement across the full-funnel journey.

Connecting Salesforce CRM data with LinkedIn ad performance

Schumacher and her team started by leveraging LinkedIn advanced targeting capabilities to reach their wider audience. “Being able to target so granularly and educate our audience through different types of ads was a significant part of our success,” she said.

Building on this success, the team then implemented LinkedIn’s Revenue Attribution Report and connected the results of their advertising to their Salesforce CRM. This helped them show how leads influenced by LinkedIn advertising converted down-funnel.

Full visibility through the funnel proves value of brand awareness advertising

“By using the Revenue Attribution Report to drill down into our metrics, we were able to see the direct impact test campaigns had on our pipeline,” Schumacher shared. “This gave us the confidence we needed to double down on these ad formats and confidently invest more.”

This investment proved fruitful. “[The data] proved to us the value of having ‘always on’ campaigns to educate our audience across every stage of the buyer’s journey,” Schumacher said. “We discovered these thought leadership pieces were a great way to educate our audience on what we offer without having them commit to downloading assets.”

Armed with these insights, Schumacher and her team were able to prove the ROI of their campaigns to leadership and secure funding for additional brand awareness advertising.



LMS PRODUCTS	REVENUE ATTRIBUTION REPORT
SPECIALTY	SIGNALS
PARTNERS USED	SALESFORCE
FULL CASE STUDY	VISIT LINK →



“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

Conversion tracking

Conversion tracking is the ability to measure how well your ad campaigns are performing according to your **key performance indicators**, or KPIs.

To perform effective conversion tracking, you'll want to define your KPIs accurately and develop a way to measure them consistently. For conversion tracking to be helpful, your KPIs should legitimately correlate to marketing success and ultimate business impact.



HubSpot

HubSpot is a CRM platform that integrates with LinkedIn to help you fully understand which of your ads are influencing your bottom line, so you can accurately define KPIs and prove the ROI of your campaigns.

HubSpot makes it easy to track leads from first interaction to close, providing you with a reliable means to measure true ROI and improve ad performance over time.

ACCORDING TO USERS

“Due to the [HubSpot] integration, we were able to quickly see how this particular campaign truly performed. It provided an ROAS in the top 5% of all campaigns. The integration allows us to really focus on the campaigns that provide the highest ROAS and more effectively deploy our budget.”



OLIVER TARPEY
VP OF MARKETING, CONNECTD



Salesforce is cloud-based customer relationship management (CRM), bringing all your data under one platform and it focuses on making revenue attribution straightforward and fast.

Thanks to the CRM Sync, Salesforce, Dynamics, and HubSpot connect all of your revenue data into the **LinkedIn Revenue Attribution Report**, allowing you to see the impact of your campaigns on revenue as directly as possible.

ACCORDING TO USERS

“By connecting our LinkedIn Ads data with our Salesforce revenue data in the Revenue Attribution Report, we can see that when LinkedIn was a touchpoint in the customer journey, sales cycles are shorter and deal sizes are higher than our normal deals. I increased spend on LinkedIn from 55% to 62% of our overall marketing budget, and we’re literally growing more than 2x in the last year.”



CANBERK BEKER
GROUP GLOBAL HEAD OF PAID, COGNISM

Optimization

Optimization is the process of using insights derived from your measurement data to change different aspects of your marketing campaigns to improve their performance.

Continuous optimization is the key to all great B2B marketing. By deriving accurate and helpful insights from your measurements and applying them strategically, you can ensure that your marketing continues to improve and grow over time.



zapier

Zapier is an automation platform that connects LinkedIn solutions to thousands of popular apps, including HubSpot, Salesforce, and more, uniting your data and capabilities to facilitate better, faster optimization.

With Zapier, your team can set up custom workflows called “Zaps” that connect your data and provide real-time actionable insights you can use to optimize your campaigns quickly and efficiently. These automated workflows can be built easily without requiring software development or engineering resources.

ACCORDING TO USERS

“It is super critical for us to send back-end CRM data to LinkedIn to optimize our campaigns and ads. Zapier’s integration with LinkedIn Conversion API gives us more confidence in which campaigns are bringing value to the business. Zapier’s solution also allowed us to build a flow that was customized and suited to our needs.”



BORYS KHODAN,
HEAD OF PAID MEDIA, SYNTHESIA

Dreamdata®

Dreamdata connects and cleans data from across platforms onto its attribution modeling data platform, providing you with a single place to tie all initiatives directly back to revenue. Thanks to the new **Conversions API integration**, marketers can now seamlessly pipe their conversion data to LinkedIn, enabling enhanced conversion tracking, predictive audiences, and optimization.

Using Dreamdata’s platform will help your team run customizable account-based attribution modeling, gaining a deeper understanding of which elements of your marketing campaigns truly drive revenue.

ACCORDING TO USERS

“The Dreamdata LinkedIn Conversions API connection has enabled Marketing to be in the driver’s seat for budget conversations. We can now confidently track campaign impact through the entire funnel and say, ‘We can spend up to this amount and almost guarantee the results – how much budget are you willing to give us?’”



LUKE FIELDING
HEAD OF DEMAND GENERATION, EFTSURE

Eftsure uses Dreamdata to secure a cost per lead reduction of 40%

LinkedIn Marketing Partners in action

LMS PRODUCTS	CONVERSIONS API
SPECIALTY	SIGNALS
PARTNERS USED	DREAMDATA
FULL CASE STUDY	VISIT LINK →

Tracking performance across channels

To drive demand and revenue for their business, B2B payment fraud prevention company Eftsure needed to demonstrate what a business risk B2B payment fraud is to their niche audience.

To do that, their marketing team had to identify, engage with, and nurture audiences through a long funnel, creating their own demand and then capturing it.

Seamless connection across marketing platforms

To generate this demand, Eftsure’s marketing team used Dreamdata’s integration with the LinkedIn Conversions API, allowing them to sync conversion data seamlessly across platforms.

Next, Eftsure constructed a full-funnel marketing campaign targeting their audiences. The campaign featured a combination of educational ads, helpful resources, and thought leadership, guiding audiences through the funnel from awareness to conversion.

As these ads ran, the Eftsure team used Dreamdata’s platform to constantly review their performance and contributions to revenue. Insights derived from Dreamdata allowed them to continuously refine their messaging and targeting.

Next level tracking brings cost efficiencies

“In terms of performance, what I was able to see in Eftsure was a reduction in cost per lead of 40% and an increase in ROAS of 10% if we compare the 3 months before to the three months after turning it on,” explained Luke Fielding, Head of Demand Generation, Eftsure.

“In terms of performance, what I was able to see in Eftsure was a reduction in cost per lead of 40% and an increase in ROAS of 10% if we compare the 3 months before to the three months after turning it on.”



LUKE FIELDING
HEAD OF DEMAND GENERATION, EFTSURE

OUTCOMES

↓ 40%

reduction in cost per lead

↑ 10%

increase in return on ad spend after implementing the LinkedIn Conversions API

Experimentation



LinkedIn Marketing Partners for Experimentation help you run tests on your LinkedIn Ads to know what impacts performance.

46% of marketers say content and creative experimentation produces the highest return on investment, according to Kantar research.

Armed with the tools to derive almost instantaneous, accurate insights from your campaigns, your marketing team can start proactively conducting experiments to see what might work, what won't, and why.

LinkedIn partners empower marketing teams to conduct these kinds of experiments, providing capabilities including:



A/B testing



Brand lift



Conversion lift



Sales lift

A/B testing

To conduct an **A/B test**, create two ad campaigns that are exactly the same and then alter one variable of the second test and run both campaigns at once. You could A/B test for any number of variables of your ad, from the creative you use to your ad spend.

A/B testing allows you to see exactly how the variable you're testing affects ad performance. You can use A/B tests to determine what you should and should not include in future campaigns.

Based on a LinkedIn survey, when A/B testing revealed a conclusive winner, customers saw a 10 to 20% improvement in return on investment.



Brand lift

Brand lift testing measures the impact your ads have on brand metrics such as ad recall, aided awareness, top-of-mind awareness, and more.

For every 1 point increase in awareness and consideration can translate to a 1% increase in sales, **according to Nielsen research.**

Brand lift testing takes place during an active brand awareness campaign. As the campaign generates impressions, the brand lift test will send surveys to two groups of the target audience: a test group eligible to see your ad and a control group that won't.

Both of these audiences will answer the same questions about your brand. By comparing the difference between the test and control group's answers, you can understand how successful your brand awareness campaign was in impacting recall, awareness, and even purchase intent.

Conversion and sales lift tests also use test and control groups, but instead of sending surveys to these groups, the tests measure the difference in conversions and sales (respectively) between the two groups to evaluate the success of the campaign.

Unexposed

Social Ads

TV Ads

Social & TV

ACCORDING TO USERS

"The Nielsen brand impact study gave us valuable insights into brand positioning and creative, allowing us to optimize our media allocation. With the study we better understand the impact of our brand investment with LinkedIn."

 **NATALIE LANDREY**
MANAGER, PAID ADVERTISING TEAM, ZAPIER

Verification



Any platform that offers digital advertising has a duty to its advertisers to guarantee the legitimacy of their investment.

Ad providers need to make absolutely sure that every dollar of your ad spend is going where they told you it would — and putting your ad in front of the right people, in the right places, at the right times.

That's why we partner with industry-trusted verification solutions like [DoubleVerify](#) to ensure that all of your ads deliver in the proper environments and contexts.

LinkedIn and its partners use the following metrics to ensure that your ads are delivered to the right environments.

Verification Metrics



Attention metrics

Attention metrics measure whether the person who saw your ad actually paid attention to it.



Contextual targeting

LinkedIn's zero-party data and unique audience filters allow you to target highly-contextual audience groups.



Content classification

LinkedIn's ad distribution algorithm analyzes ads and other content to classify them into appropriate categories, then serves ads in those categories to contextually relevant audiences.



MCR accreditation

LinkedIn worked with the Media Rating Council (MRC) to [accredit various LinkedIn Marketing Solutions metrics](#).



Brand suitability

LinkedIn's ad distribution algorithm evaluates brand suitability to deliver ads and other content to contextually relevant audiences.



Audience verification

LinkedIn uses data verification to ensure that all audience members we serve ads to are legitimate, human members of LinkedIn.

Insights



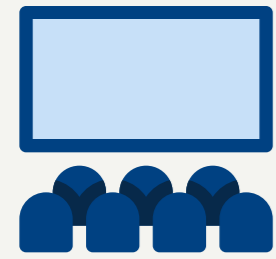
Ultimately, B2B measurement technologies are only as valuable as the insights you can derive from them.

This is where LinkedIn Marketing Partners truly shine.

By making the most of the techniques and technologies outlined in this guide, you won't just be able to continuously optimize your marketing; you'll be able to cultivate a deeper, more nuanced, and more actionable understanding of your audience and your brand's place in your industry.

Here are just a few examples of what you could use your new B2B marketing measurement insights to accomplish.

How to use your B2B measurement insights



Audience insights

Inform planning with the [LinkedIn Audience Insights](#), to understand the audiences that are interested in your content and expand campaign activation by integrating new audiences.



Media planning

Use insights derived from Reporting & ROI partners and leverage the [LinkedIn Media Planning](#) to make your media planning strategies more efficient and targeted. Refine your Signals and experiment to get more and more engagement out of your media budget.



Brand analysis

Use audience insights, brand lift tests, and other measurement metrics to determine your brand's share of voice in your category. Measure your marketing efforts by analyzing engagement and sentiment and benchmarking it with the competition.



ACCORDING TO USERS

“By integrating LinkedIn data into our internal planning products via LinkedIn APIs, we significantly advance our B2B marketing capabilities ... [providing] Dentsu access to powerful predictive analytics, thereby improving accuracy in campaign goal-setting, facilitating strategic budgeting scenarios, and forecasting measurable ROI on LinkedIn.”



SUNIL NARYANI

CHIEF PRODUCT OFFICER AT DENTSU APAC

The future of B2B Measurement is now. Get started.

When you're ready to take your measurement to the next level with LinkedIn Marketing Partners, you can start by implementing [Conversions Tracking](#). From there, try the [LinkedIn Revenue Attribution Report](#) and any of the solutions laid out above as needed. No matter which solutions you choose, integration is easy - and, as you can see, the results are well worth it.

The future of B2B measurement is nothing to be afraid of. No matter how great the challenges we face, LinkedIn and our partners are committed to providing even greater [solutions](#).



Thank you to our contributing partners



LinkedIn