

How Alaan achieved a 56% CPL reduction with LinkedIn Ads and Factors.ai



Location: Dubai | No. of Employees: 50-200
Industry: Financial Services / FinTech



Alaan, a fast-growing corporate card and spend management platform, leveraged LinkedIn Ads and Factors.ai's Conversions API integration to gain greater insight into their campaign performance and prove ROI. The conversion data validated their marketing strategy, and the insights helped optimize campaigns, resulting in Alaan achieving a 56% reduction in Cost Per Lead (CPL), proving the business case for doubling their LinkedIn Advertising budget based on data-driven decisions.

Challenge — Solving the ROI Puzzle

- As a FinTech company in corporate finance, Alaan needed to establish credibility with key buyers - CFOs and finance leaders - who demand strong proof before considering new providers.
- LinkedIn ad campaigns showed promise, but without clear attribution data, justifying ad spend was challenging.
- While Alaan tracked leads from initial engagement to conversion, the team sought greater clarity around how LinkedIn ads contributed to down funnel outcomes like opportunities and deals.
- Alaan's marketing team knew they needed better insights – data that would not only prove their efforts were working but also guide smarter campaign decisions.





Solution — Unlocking performance marketing with LinkedIn + Factors.ai

- Alaan easily implemented the Factors.ai Conversions API integration with LinkedIn Ads, allowing them to improve reporting accuracy by combining online and offline conversions - like opportunities and signed deals from their CRM.
- With this improved attribution, Alaan built predictive audiences to reach CFOs, finance directors, and key influencers, targeting the full buying committee with greater precision.
- Thanks to full-funnel data in hand from Factors.ai, Alaan continuously refined their LinkedIn strategy, running a blend of Thought Leadership Ads, brand awareness campaigns, and lead generation efforts.



“Now that I’m able to prove that there is a big ROI from LinkedIn, it just makes my life easier. I no longer have to convince someone that people really are finding us on LinkedIn – I have the data right in front of me. I just click a couple of buttons in Factors and can see that LinkedIn is performing well, and can show leadership that data.”

Pankaj Suresh

Growth and Marketing Lead at Alaan



Results — Proving ROI and scaling with confidence

- 56% decrease in CPL after implementing Factors.ai's Conversions API thanks to enhanced tracking of both online and offline conversions.
- Better campaign targeting and performance thanks to accurate conversion tracking through the sales funnel.

↓ **56%** Lower cost per lead
after implementing Factors.ai's CAPI.



LinkedIn as a trust-building and warm introduction tool

“When you're selling a product to finance professionals, trust is currency. LinkedIn helps us build that trust before we even meet the person.”



Pankaj Suresh

Growth and Marketing Lead
Alaan

- With their LinkedIn Ads strategy substantiated by data from Factors.ai, Alaan's marketing team strategically expanded their efforts, building on a strong foundation of organic content and precisely targeted Thought Leadership Ads.
- By maintaining a consistent presence on LinkedIn, Alaan's ads acted as a “warm introduction,” ensuring prospects were familiar with the brand long before direct interactions occurred.
- At offline events, finance leaders frequently said, “Oh, I've seen you on LinkedIn!”—fast-tracking conversations and shortening the sales cycle.