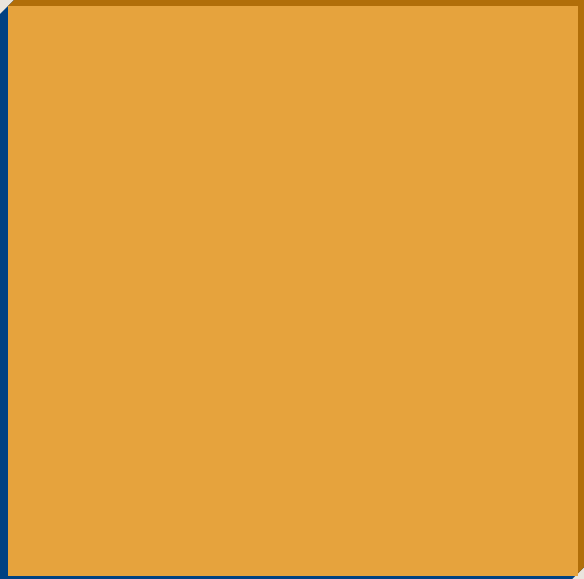
LinkedIn CHANNEL99

LinkedIn Company Intelligence

Getting Started Guide



Why Company Intelligence matters

Most attribution models only track contact-level engagement events, focusing on last or later-touch interactions, missing early engagement from the full funnel buying group.

This creates three key problems:

- **Excludes the full buying group:** Contact levels models only let you track 1 individual, when we know the buying group consists of many
- **Incomplete signal:** Due to recent shifts in the privacy landscape, user-level signal is sparse and incomplete. This means contact-based attribution models form an incomplete picture of the buyer journey, including misattributing credit to events that may not have been the most impactful.
- **Disconnect between audiences and reporting:** Contact level models don't account for the way that B2B marketers buy, which is generally via an audience comprised of companies

Why Company Intelligence matters

Company Intelligence provides company-level engagement data from LinkedIn, which can be used to enhance attribution models and improve cross-channel reporting.

Company Intelligence empowers B2B marketers to:

- Deliver account-level engagement data, even when users remain anonymous
- View engagement scores, paid impressions, organic interactions, and more
- Understand the full buying journey and optimize media spend to move buyers down the funnel more effectively
- Optimize existing audiences toward those most likely to convert
- Generate new audiences based on those driving high engagement with your brand that you haven't focused the bulk of your marketing efforts (or any) on yet

Why Company Intelligence matters

Smarter Attribution

Company Intelligence improves the accuracy of your attribution models by shifting from user-level data to company-level insights. This allows you to better measure your marketing efforts across channels.

Better Visibility

Gain a complete view of how companies engage with your brand, including both paid and organic touchpoints.

Informed Decision-Making

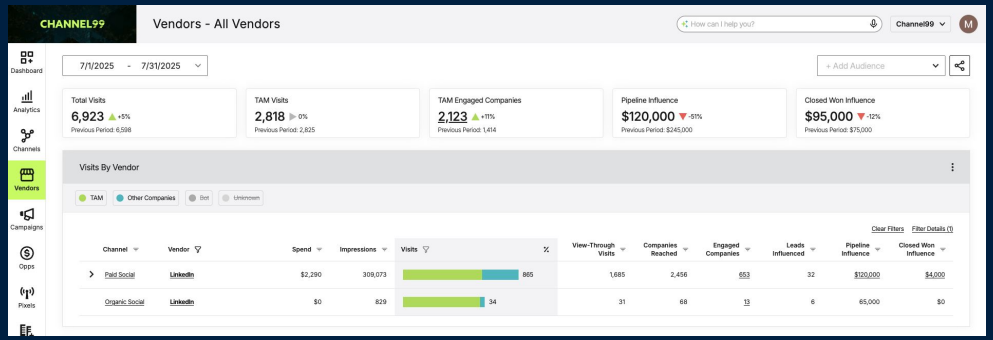
With better attribution and visibility, you can optimize your marketing spend and improve ROI by making more data-driven decisions.

Where to find the data

01

Vendor/Campaign Level Reporting:

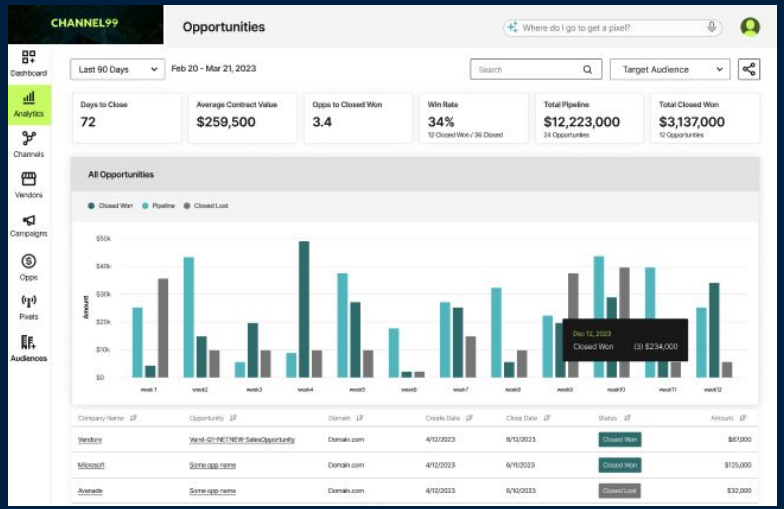
See the full picture at a glance. Channel99 delivers a unified, side-by-side comparison of performance across all your vendors, so you know exactly what's working. Our automated campaign tracking eliminates messy, complicated UTM setups giving you precise, trustworthy insights without the extra work.



02

Opportunity Level Reporting

All opportunities with pipeline generated or closed with influence from LinkedIn is available within the Opportunities section of Channel99 which can also be navigated to via Vendor page pipeline links or through our AI Assistance.

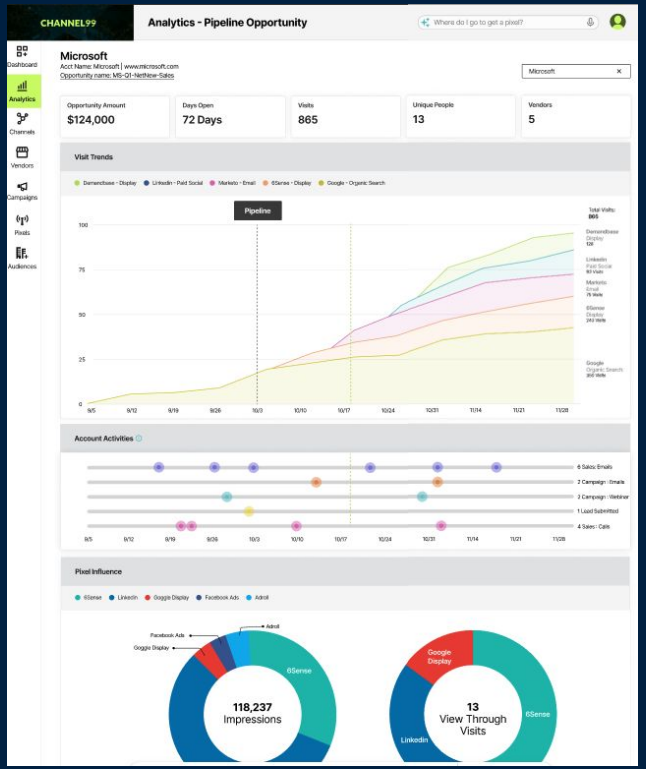


Where to find the data

03

Company Level Reporting with Opportunity Details:

Unlock a truly holistic view of your go-to-market performance. With Channel99, you can track every interaction your company has with each vendor including visits, impressions, and offline engagements—alongside robust pipeline attribution metrics. This unified perspective gives your team the clarity to see which partnerships and campaigns are driving real impact, helping you invest smarter, optimize faster, and collaborate more effectively across the organization.



How to interpret the data

Understanding Engagement Levels

Learn to identify how engaged a company is with your brand through impressions, clicks, and organic touchpoints.

Attribution Insights

See which marketing tactics (paid vs. organic) are influencing companies and contributing to your goals (ex: lead generation, brand awareness).

Optimizing Campaigns

Use insights to optimize future campaigns, adjusting your strategies based on the performance of companies in your attribution model. For example, if a company has high engagement on organic content but low paid impressions, consider increasing paid media spend.

Best Practices

- Regularly review data for trends in engagement and attribution.
- Align marketing spend based on the performance of company-level metrics.
- Adjust campaigns in real-time based on insights from Company Intelligence data.

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