

SaaS company DealHub sees 110% larger deal sizes for LinkedIn-influenced opportunities

The challenge:

DealHub wanted to measure their advertising impact on their pipeline opportunity and revenue. They were looking for a way to quantify their investment in digital campaigns to better understand the true Return on Investment and Return on Ad Spend, both across inbound and outbound marketing campaigns.

The solution:

LinkedIn's Customer Science team conducted a deep-dive ROI analysis, combining DealHub's CRM data with LinkedIn's data to evaluate the impact of their advertising on sales outcomes.

Deal sizes were identified as LinkedIn influenced or not, based on pre-defined thresholds of impressions, engagements and the timeframe of the interaction prior to deal closing or opportunity generated.

The analysis compared results between influenced vs non-influenced deals to evaluate the uplift on DealHub's deal win-rates and deal sizes. It also compared this data on a firmographic level, breaking down impact per company size, market and industry.

LinkedIn products and services used:

- · Product: Sponsored content
- Service: LinkedIn ROI Analysis on Customer Pipeline

How did LinkedIn help?

The analysis showed LinkedIn-influenced deals had 1.5x higher Win Rates and 110% larger Deal Size, all while achieving an attractive \$2.77 ROAS for DealHub.

The analysis also uncovered critical insight on DealHub's best performing markets, verticals & company sizes in terms of LinkedIn pipeline influence, presenting areas where they could confidently double down.

The results



LinkedIn Influenced deals had 50% higher Win Rate



LinkedIn Influenced deals had 110% larger Avg. Deal Size



LinkedIn influenced deals drove \$2.77 Return on Ad Spend (ROAS)



dealhub

celerate all stages of the deal pipeline into one fluid sales n

everything you need to close the deal. Scheduli

DealHub offers connected revenue workflow for any organization. DealHub's platform requires zero-code, which helps leaders to connect their teams and processes, execute deals faster, and create predictable pipeline more effectively than ever before.

With CPQ, CLM, Billing and Subscription Management software, sales teams can generate accurate price quotes, accelerate contract negotiations, deliver relevant content and close off bigger deals.



"We see the impact of an effective multi-threaded LinkedIn campaign strategy on our pipeline and working closely with the LinkedIn insights team has enabled us to remain agile throughout the challenges coming from substantial market changes."

Gideon Thomas, Chief Marketing Officer, DealHub