



**Why influenced pipeline is the future
of LinkedIn Ads measurement**





Executive summary

In today's complex B2B marketing landscape, understanding what actually drives pipeline and revenue is more important than ever. That's why Fibbler, a LinkedIn Marketing Partner specializing in B2B Attribution and Analytics, teamed up with LinkedIn Ads to produce this benchmark report.

Built for B2B marketers, demand generation teams, and growth leaders, this report reveals how paid investment on LinkedIn translates into real pipeline outcomes. By analyzing over 100 million dollars in LinkedIn ad spend across 300 SaaS companies, we found a clear pattern:

Companies that invest above \$20k per month in paid advertising see up to 3x stronger pipeline results.

Whether you want to refine your LinkedIn strategy or show the impact of your marketing efforts to leadership, this report gives you the data and insights you need to turn paid reach into measurable business results.

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The problem with how we measure today

B2B sales cycles are complex. Buyers engage with your brand for months before taking action.

Yet most attribution models still pretend the journey is simple:

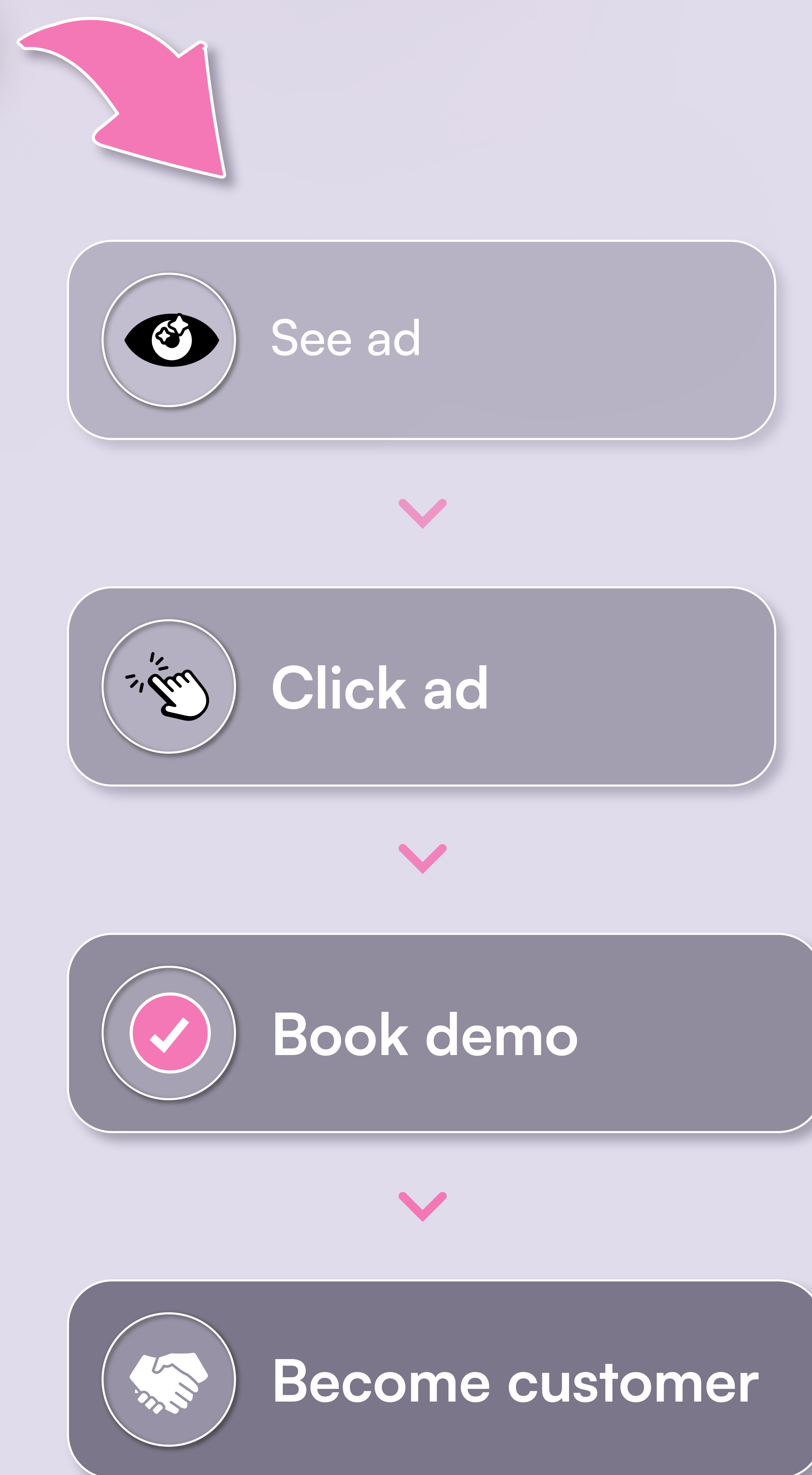
See ad → Click ad → Book demo → Become customer

That timing disconnect is why B2B marketers struggle to prove the impact of brand awareness - it has nothing to do with their abilities - but so much more that systems and platforms are not built for their B2B use case.

Moreover, most people do not click on ads.

They remember your brand, discuss it with others, and re-engage through different channels, like visiting the website directly, when they're ready to learn more. First-touch and last-touch models miss everything in between.

To measure what truly drives revenue, B2B marketers need to evolve from traditional attribution to influence.



What is influenced pipeline?

Traditional attribution focuses on the first or the last click.

But that is an oversimplified view of reality, because most buyers never follow a clean, single touch path. They see your ads, your posts, your website and your brand over weeks or months before they ever click anything.

This is less about clicks versus no clicks and more about shifting from user level attribution to company based attribution, which gives a truer picture of B2B impact, because decisions are made by groups, target accounts rather than individuals, and no single user path can represent the full buying journey.

Influenced pipeline captures the bigger story by showing which companies your marketing actually moved closer to pipeline and revenue, even when no clicks happened.

Definition: Deals created in your CRM where LinkedIn touchpoints happened before deal creation.

It is not about who gets credit.
It is about understanding how awareness turns into measurable pipeline.





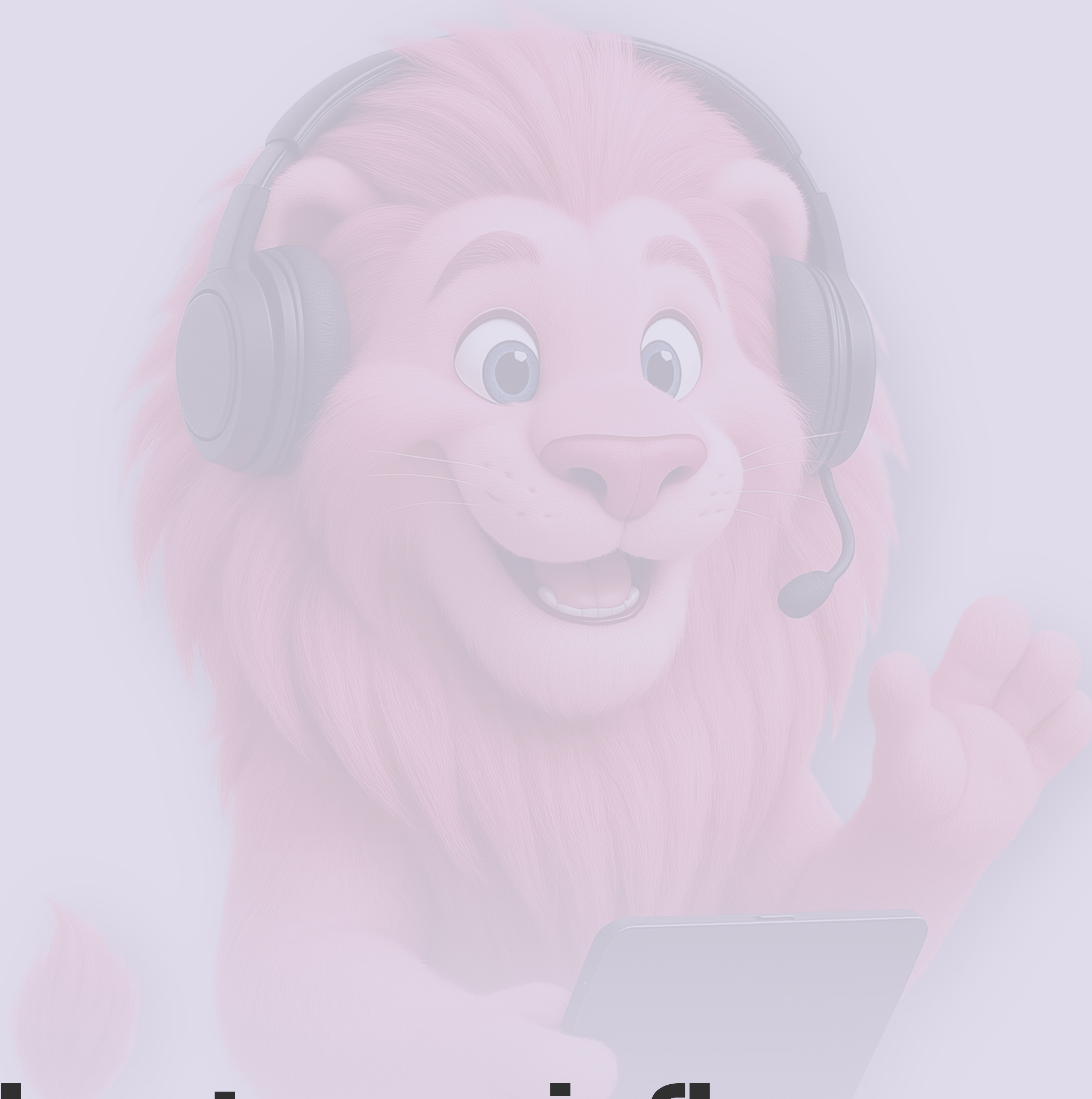
Canberk Beker
Founder at ROAS_{ted}

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“In the era of no-clicks, Fibbler makes it possible to measure the influence of LinkedIn Ads for companies of any scale.”



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How to use influenced pipeline in executive conversations

Influence is not a winner-takes-all metric. It is a trend indicator. If your influenced pipeline grows month over month, your brand is building visibility and trust among the right companies.

The goal is not to argue which campaign caused a deal, but to show how your overall marketing strategy moves key companies closer to turning into customers. When presenting to executives, frame it around business impact:

“Our brand is showing up in the right accounts before they enter the pipeline.”



“Our campaigns are reaching the companies that later become opportunities.”

That is the language that resonates with leadership. It is about visibility, trust, and future revenue.



Bas Klomp,
Director of Demand at DataSnipper

“

“Implementing Fibbler was quick and effortless; we were up and running instantly. What really stood out is the new level of visibility into our LinkedIn campaigns. With the improved company intelligence, we can now clearly see the impact on pipeline and revenue, uncovering nearly twice as much influenced pipeline and revenue as before. That clarity gives us much more confidence in LinkedIn Ads as a channel.”

 **datasnipper**

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How Fibbler uses LinkedIn Company-Level insights to demonstrate marketing influence for customers

For a long time, awareness measurement in B2B was nearly impossible. You could track clicks and conversions, but not which companies actually saw or engaged with ads before a deal appeared.

The Company Intelligence API from LinkedIn changes that. Fibbler's integration adds powerful company-level engagement data across paid and organic activity, without tracking individuals or using cookies. That means you can now see in Fibbler's dashboards:

- Which companies are repeatedly exposed to your ads
- How awareness builds before deal creation
- How paid and organic efforts work together to influence pipeline

Metrics like these are what shift the conversation with executives from

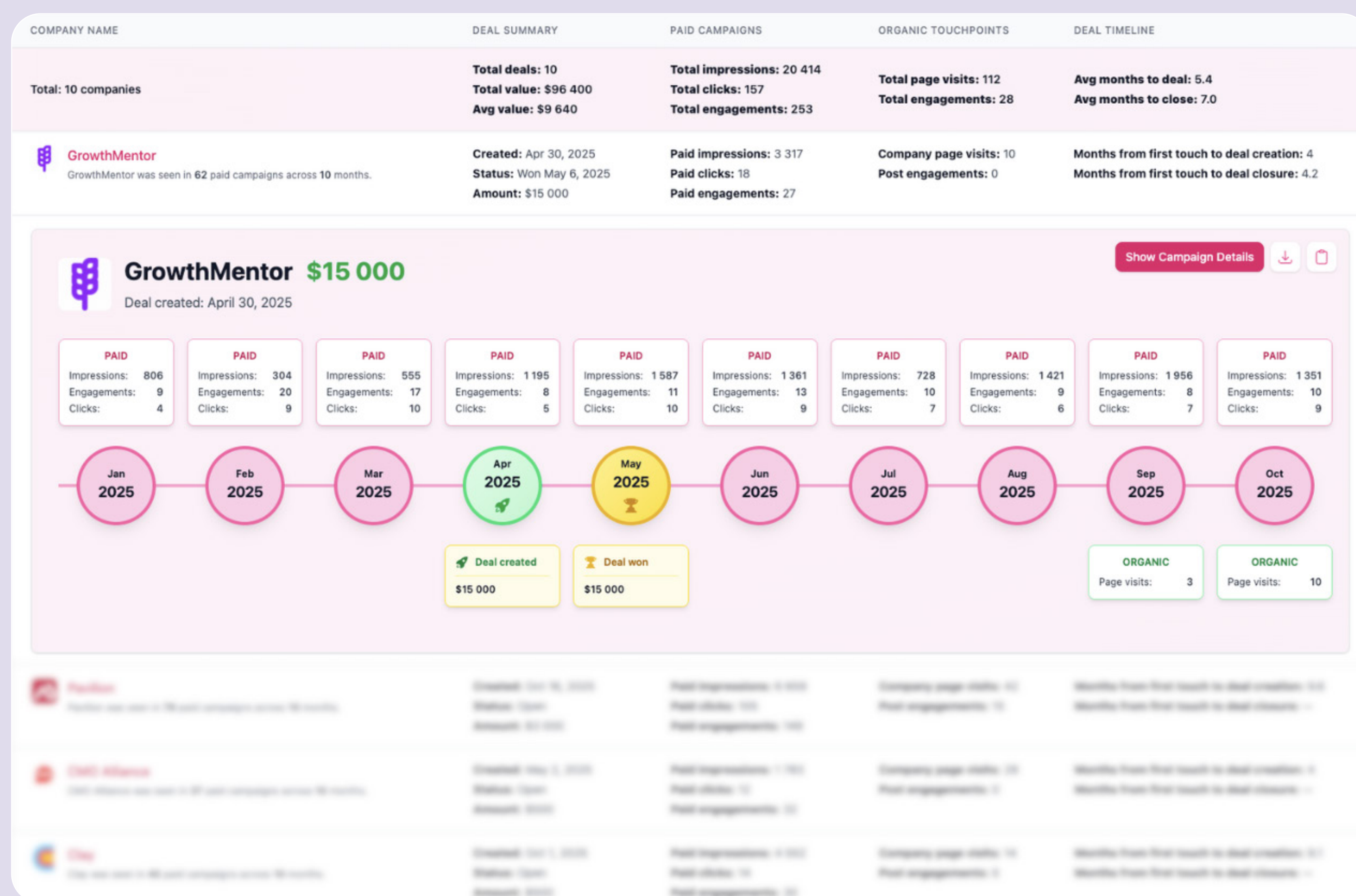
“how many leads did we get?”



to “how is marketing actually driving pipeline?”



For example, in this customer journey view, you can see what happened in the months leading up to a deal:



Multiple ad exposures, organic visits, and growing company engagement often happen long before an opportunity enters the CRM. When you can see that build-up, you finally understand why pipeline moved and where it started.

And this is where Fibbler becomes useful.

With this level of visibility you can do three things really well:

1

Show your executive team what your campaigns are actually impacting.

You can connect all those early touchpoints to what is happening in the CRM. This makes it clear which campaigns actually moved accounts toward opportunity creation and revenue. It gives leadership real evidence of impact, not guesses or click reports, which is especially valuable in budget discussions.

2

Work closer with your sales team.

You can share which accounts are warming up, which ones keep seeing your content, and which ones are showing early intent. Sales knows who to reach out to and when, without guessing or relying on cold lists. It turns “we think marketing influenced this deal” into “here is the proof and here is what we should do next.”

3

Optimise your marketing campaigns.

Look at which accounts are already engaging with your brand organically and consider bringing them into your paid targeting so you build on existing momentum. For accounts already in your CRM, especially those with open pipeline, you can layer additional campaigns to keep them warm and accelerate progress toward conversion.

Data benchmarks: Pipeline Impact Across Ad Spend Levels

We analyzed over 100 million dollars in LinkedIn ad spend across more than 300 SaaS companies during the last 90 days. To understand performance across different spend levels, we measured pipeline efficiency, meaning how effectively each dollar of paid spend turns into influenced pipeline.

Methodology: All metrics in this report are based on the last 90-days of data. For companies with longer B2B sales cycles, results may appear lower as their influenced pipeline often materializes beyond the 90-day lookback window of this report. Accounts spending above \$50,000 per month were excluded from the benchmarks, since it was too small of a subset and many of them had longer sales cycles.

Spend Tier (USD)	Median Pipeline Efficiency (X)	% with Organic Influence
< \$10,000	7.4 x	50 %
\$10,000 — 20,000	14.7 x	53 %
\$20,000 — 50,000	23.9 x	66 %



What this data shows:

As ad spend goes up, pipeline efficiency improves a lot.

In our dataset, companies spending \$10—20k per month reached 14.7x pipeline efficiency, and those in the \$20—50k tier reached 23.9x.

Pipeline efficiency means how much influenced pipeline you generate for every dollar spent.

When efficiency goes up, it means pipeline is growing faster than the money you put in.

This does not mean that efficiency automatically doubles when spend doubles.

What happens is that once companies invest enough to reach their ICP more consistently, pipeline starts to scale quicker than the spend itself.

That is why the higher spend tiers show much stronger efficiency. You finally reach enough of the right people, enough times, for the compounding effect to kick in.

And when paid reach grows, your organic performance lifts as a natural side effect. In our data, organic influence increased by 32% from the lowest to the highest spend tier.

Paid is the engine.

Organic is what shows up once people actually know you.

1

Companies that invest at higher spend tiers in paid advertising see up to 3x stronger pipeline results.

2

Companies that pair strong organic activity with their paid campaigns see 1.5—2x higher pipeline efficiency.

If your pipeline efficiency is below the benchmark median

If your pipeline efficiency is below the benchmark median, it could mean your paid campaigns are too focused on bottom-funnel conversions. On LinkedIn, the strongest pipeline results come when paid ads first build reach, familiarity, and interest inside your ICP. When your audience knows you better, your conversion-focused ads work much harder and your pipeline grows faster.

Do this next:

1

Make sure you are reaching the right companies. With Fibbler's integration with LinkedIn's Company Intelligence API you can see which companies your campaigns are reaching and whether they match your ICP. The real value is alignment. Are you reaching the companies marketing and sales both care about? For example:

- a) Are there ICP aligned companies engaging organically that should be added to paid targeting?
- b) Are your paid campaigns actually reaching the audience lists marketing intended to cover?
- c) Are there CRM accounts that sales is working but marketing is not reaching, and should you provide air coverage for them?

2

Make sure your paid campaigns are engaging well with your audience. It's one of the strongest indicators of long-term revenue growth. And the simplest proxy for engagement is CTR.

- When targeting new prospects in a cold audience layer, Fibbler suggests aiming for a CTR* above 0.5 percent.
- When targeting a retargeting audience, Fibbler suggests aiming for a CTR* above 0.6 percent.

3

Use **Thought Leader Ads**. It is one of the most engaging formats on LinkedIn and allows real, authentic people to talk about your brand and product in a way that drives trust and attention.

When paid reach grows and your audience becomes more familiar with your brand, pipeline efficiency rises and every dollar works harder.

*Whilst Fibbler suggests you aim for these numbers, note that CTR ranges will vary by vertical audience, campaign objective, and content quality.



Adam Holmgren
Co-founder & CEO at Fibbler

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“I’ve spent the last decade running demand generation and LinkedIn Ads for startups and scale-ups. The biggest mistake I see is treating LinkedIn like a lead channel instead of a brand channel. When you show up consistently, let your people speak, and make your brand feel human, that’s when performance starts compounding.”

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Fibbler

See your own influenced pipeline numbers

These benchmarks show the bigger picture, but the real value comes from seeing your own data.



To get started, connect your LinkedIn Ad account and CRM to Fibbler and within minutes you'll will see:

How much pipeline and revenue your ads and organic activity influence.

How efficient your pipeline influence is (your pipeline efficiency) compared to the numbers in this report.

The data is clear:

Brands that invest in higher paid spend tiers tend to generate significantly stronger pipeline results.

In our analysis, the top spend group delivered the highest efficiency, showing that paid campaigns become more effective as reach increases.

And when strong organic activity reinforces the same creative themes, that added trust compounds the impact of paid, turning reach into both pipeline and long-term brand lift.

→ **Try Fibbler for free** 



**and benchmark
your LinkedIn Ads today.**

