Full Funnel Multiplier

Brand builds demand. Together, they multiply impact.

B2B marketing is judged on its ability to translate creative thinking into commercial impact.

With complex buying journeys undertaken by new generations of buyers, that task can feel more challenging than ever. *In constrained times, with budgets under pressure, growing focus on ROI and the demand to deliver more business outcomes with the same resources, it feels more challenging still.*

Under the traditional marketing playbook, the formula that drives growth involves investing in both brand and demand marketing. The problem is that these investments often happen in silos. **Brand and demand often operate separately, with their own objectives, and their own creative and strategies.**

Our analysis of LinkedIn campaigns[1] from more than

3,000 advertisers

and data from over

9 billion interactions

on LinkedIn, proves that this siloed approach limits performance.

Rather than following a different set of rules for each of brand and demand, **B2B marketers should optimize all campaigns to drive the marketing effects that deliver against both types of objectives.** This is the key to properly integrated full-funnel marketing.

Our data shows that **campaigns which integrate brand and demand in this way drive 1.4x more leads on average** from the same overall marketing investment. We call this the B2B Multiplier Effect.

Because when brands get the formula right, their impact doesn't just grow incrementally, it multiplies, through effects that apply at every stage of the marketing funnel.

1. LinkedIn data analysis used Structural Equation Modeling and Random Forest to understand the drivers of the lead conversion using odds ratio.

Executive Summary

The 1.4x boost to lead generation on average comes from optimizing and integrating marketing activity around three types of effects. Data shows that these drive big increases in effectiveness for both brand and demand objectives:

Creative Effects...

Result from the formats that advertisers choose **and the emotional responses they generate.** Our analysis shows that sustained attention, ads that lead with emotion, and use of video, correlate most strongly with both brand and demand success.

Familiarity Effects...

Leverage the characteristics of effective brand marketing strategies **to increase impact at every stage of the funnel, including generating leads.** The most successful brands stay visible and varied and create buzz beyond their own campaigns. They are so familiar that they become category shorthand, with conversations naturally forming around them.

Network Effects...

Matter because B2B buying today is a team sport rather than an individual activity. It's influenced by wide-ranging networks, and marketers are far more effective at generating demand when they engage these networks effectively.

Knowing the very specific marketing effects that drive both brand and demand outcomes can be liberating for B2B marketers.

It enables them to move beyond vague ideas about 'integrating' brand and demand and create a framework for campaigns that guarantees impact throughout the funnel.

From imaginary linear journeys to the reality of collective buying

Proper brand and demand integration starts with a realization that the linear buyer journey, which could be divided neatly between "brand" and "demand", no longer exists – if it ever did.

Buyers don't sit politely soaking up brand awareness, ready for a demand ad to come along and invite them to click. Even if they did, that click isn't the business outcome that marketers should be focusing on.

One individual action doesn't directly lead to a buying decision. Instead, buyers make their choices collectively, as large groups, over weeks or months, building mutual reassurance and confidence. Throughout this time, they encounter brands through different touchpoints, spread throughout the traditional buyer journey. Brand ads can be hugely important just prior to a buying decision. Demand ads can seed awareness and interest early on.

The B2B Multiplier doesn't depend on rely on trying to control the order in which people encounter marketing activity. It involves ensuring that all marketing activity is optimized to work together and deliver collective outcomes, at any point in the funnel.

Rather than segmenting ads into two types and treating them in isolation, marketers should focus on ensuring that all of their ads have the characteristics that help connect the dots of complex buyer journeys.

The effects that drive the B2B Multiplier

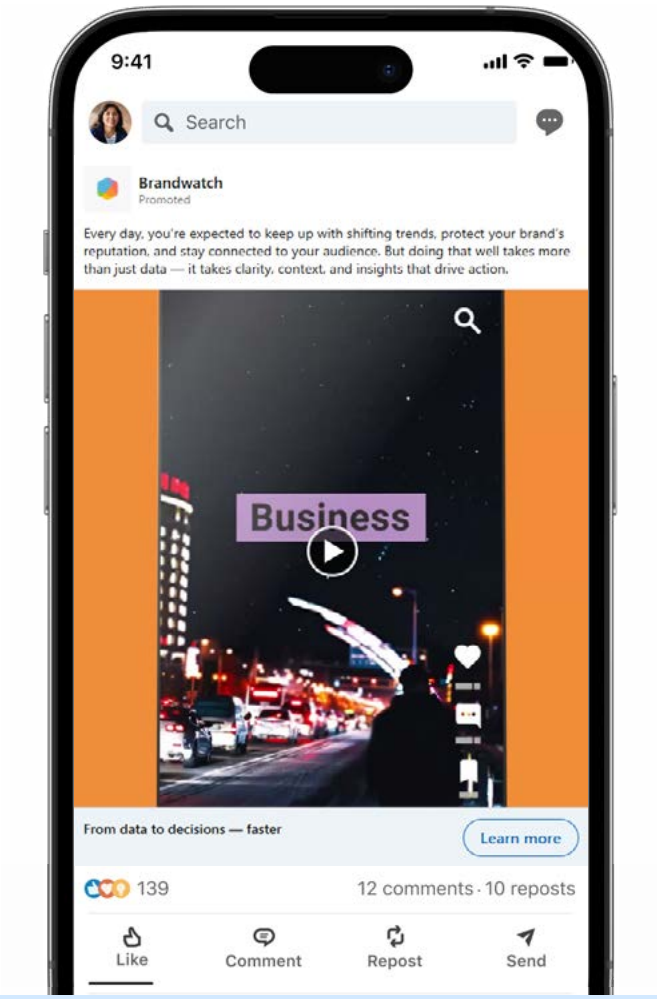
The effects that drive the B2B Multiplier fall into three main categories: **creative effects, familiarity effects and network effects.**

Our analysis shows how each of these delivers exponential gains in the effectiveness of full-funnel marketing strategies.

The creative effects

Attention, emotion and video

Most marketers already know that creative quality is the single biggest contributor to campaign impact. The B2B Multiplier gets more specific. It identifies particular effects to optimize creative around, in order to successfully grow leads and pipeline.



Creative that sustains *attention* drives

3x

more leads on average

LinkedIn data shows a strong and consistent correlation between **the dwell time that audiences spend with an ad, the impression that ad makes in connecting the viewer to the brand, and the effect of the ad on conversions and revenue.**

Ads that sustain attention successfully contribute to 3x more leads on average than those that don't.

Creative that *leads with feeling* drives

13%

more leads on average

Emotion remains one of the most misunderstood and underused assets in B2B campaigns, with fewer than 10% of ads generating emotional effects.

Emotion helps to sustain attention, but it also enables that attention to do more. It's crucial to encoding brand memories and it's a powerful motivator of action. Brands that generate emotion also generate 13% more leads on average.

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Link: https://www.linkedin.com/pulse/workday-success-story-the-b2b-institute-linkedin-nrwve/

Salesforce
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With Agentforce in the saddle, your sales reps never ride solo. It understands customer needs, answers product questions fast, and helps you cruise straight into customer success.

Discover how Agentforce can work as an extension of your team.

Learn more

Telling stories through *video* drives

20%

more leads on average

When ads put emotion into motion through video storytelling, it amplifies their impact further.

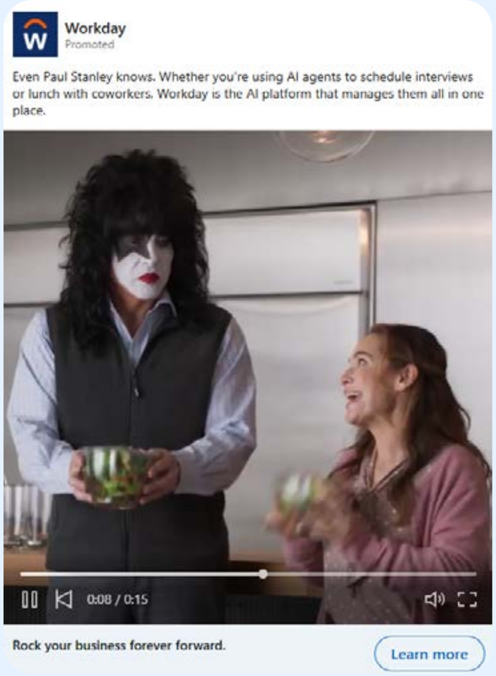
Video on LinkedIn brings human stories to life, dials up relatability and empathy, and persuades on multiple levels by showing rather than merely telling. On LinkedIn, 20% more leads on average[2] are influenced by video than by other creative formats.

2. Lead submission probability when video storytelling is included in the creative mix compared to other non-video creative format

Creative effects in action

Workday's renowned "Rockstars" campaign is a powerful demonstration of the effectiveness that results from layering these different creative effects.

It outperforms significantly on sustained attention thanks to video storytelling that triggers smiles while fundamentally recognizing employees' contributions.



Link: https://www.linkedin.com/pulse/workday-success-story-the-b2b-institute-linkedin-nrwve/

The familiarity effects

Presence, variety and buzz

True B2B marketing effectiveness is a product of impact over time.

After all, 80% of B2B buying decisions involve choosing a brand that most of the buying group already knew before the process began. That kind of familiarity is worth investing in, but there's more than one way to build it. Here are the particular familiarity effects that trigger the B2B Multiplier.

Brands with a ***constant presence*** drive

10%

more conversions on average

The most effective B2B brands invest in staying visible, relevant and always on. Brands that maintain a constant presence in this way drive 10% more conversions on average than those with visibility that comes and goes.

Brands using just a *single creative format* reduce their probability of leads by

50%

Maintaining a consistent brand presence[3] shouldn't mean always showing up in the same way.

When brands deploy their distinctive assets, fluid devices and consistent messaging across creative formats, they dramatically amplify their impact. Doing so caters to different moments and mindsets: through relatable video storytelling, curiosity-inducing carousel ads, thought leadership content and more. If B2B brands stick with just a single creative format, they reduce their probability of generating leads by 50%.

Brands that succeed in *getting people talking* generate

10x more leads on average

The "Buzz" that builds when people start talking about your brand independently has a vital role to play in shaping buyer confidence.

Buzz stems from social media comments and discussion threads, and is triggered by marketing activity that invites interaction. In our analysis, a 1-2% year-on-year increase in Buzz delivers on average a 10% increase in leads.

3. Constant always on presence is represented by advertiser being active at least 80% during the analysis period.

The network effects

Connections, employees and creators

B2B buying groups operate collectively, building confidence in decisions together.

They seek reassurance both within the group and from wider networks that they can relate to. Effective B2B marketing today works with these network effects rather than against them.

Reaching the *full buying group* drives

50%

more leads on average

Traditional demand generation focused on senior decision-makers with ads and content specifically tailored to their roles.

Today's buying groups are comprised of an average of 20+ people, and reaching and engaging all of them is essential to shaping purchase choices. Senior people no longer make decisions in isolation, nor do they want to.

Company networks that *include employees at target accounts* drive

2.4x more leads on average

Your brand's own network is one of its most important marketing assets. When people at a target account follow your brand, they encounter it regularly in their feeds, helping to build familiarity and confidence.

Encourage them with valuable content for your category that provides a reason to follow you. When employees at target accounts follow your brand, you generate 2.4x more leads on average.

Regular posting from *just 3% of your employees* drives

20%

more leads on average

Encouraging employees to share their voices on LinkedIn amplifies reach and credibility while humanizing your brand, and presenting information in an inherently relatable way.

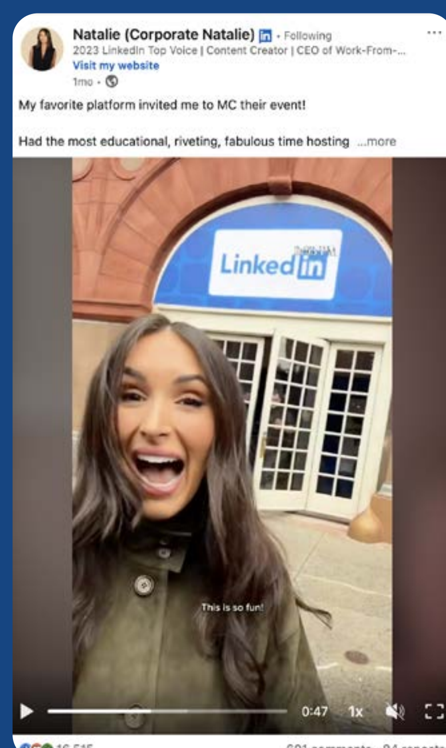
When senior employees at target accounts form connections with your colleagues, you're able to generate 2.2x more leads from those accounts on average. In fact, regular posting from just 3% of your employees is enough to drive 20% more leads on average overall.

87%

of B2B buyers prefer *credible content* from trusted industry influencers[4]

B2B creators play powerful roles within the networks influencing buying groups, as credible voices that members of those groups have actively chosen to follow and to trust.

Hearing about your brand from these voices enables buying decisions to move forward with confidence.



4. Source: LinkedIn B2B Influencer reasearch 2024

Bringing it all together through consistency and co-ordination

Combining these different marketing effects to multiply full-funnel impact depends on consistency and co-ordination.

That consistency comes from bringing your distinctive brand assets to life cohesively across every touchpoint — from visual brand cues and fluent devices to tone, personality, and the overall feel of your brand experience.

When engaging with your brand delivers a recognizable feeling, familiarity leads to reassurance far faster.

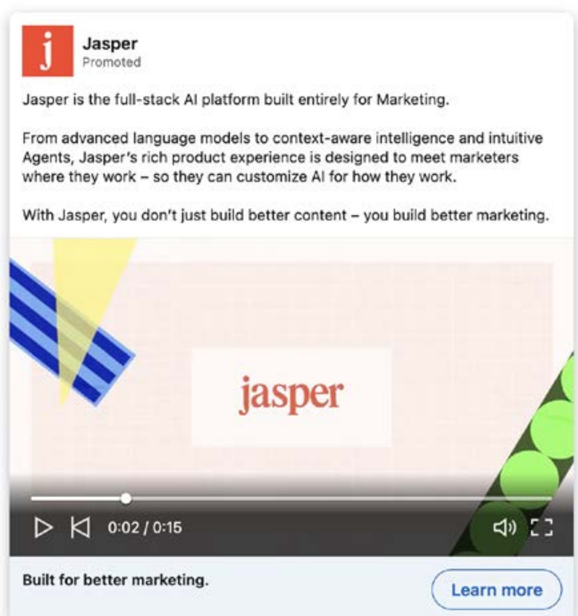
The consistency that multiplies impact doesn't just extend through the marketing funnel. **It ensures effective sales and marketing orchestration as well.**

Gartner research shows that...

organizations which prioritize alignment across sales and marketing are

3x

more likely to exceed their customer acquisition targets.[5]



5. Source: Gartner Marketing and Sales Execution 2024

Measuring multiplied impact

Effective full-funnel measurement in B2B marketing requires moving beyond siloed metrics to a unified approach that connects brand-building and demand generation to business outcomes. T**he goal is not more data, but smarter decisions that optimize impact across the entire buyer journey.**

Key Principles:

Start with Outcomes:

Define KPIs tied to pipeline and revenue, aligning metrics across the buyer journey.

Capture Meaningful Signals:

Use first-party data and LinkedIn tools (Insight Tag, CAPI, CRM Sync) to track both online and offline actions that indicate buyer intent.

Apply Advanced Frameworks:

Leverage attribution, incrementality testing and modelling to connect marketing to outcomes

Experiment and Optimize:

Continuously test creative and media strategies, and model budget choices to maximise ROI.

This approach enables marketers to demonstrate what's working, identify where to invest, and activate the B2B Multiplier Effect—linking creative, familiarity, and network signals to measurable growth.

Conclusion

Growing the growth engine for B2B

Integrating Brand and Demand more effectively is a long-standing goal of B2B marketing.

Yet far too much attention has focused on finding the right balance between two different budgets, and too little has been paid to ensuring all campaigns complement one another in driving the outcomes that really matter.

The fact is that, in today's B2B environment, a clear distinction between the roles of brand and demand no longer really exists. There is no point in the journey at which brand familiarity no longer matters, and no point in the journey that is too soon for buyers to be interested in relevant reasons to act.

The most effective B2B marketers today recognize this reality as an opportunity. They create marketing that is designed to be effective in all moments and mindsets, at every stage of the funnel. And in doing so, they enable brand ads, demand messaging, and the many other networks and influences that shape buying decisions to reinforce one another.

If you're ready to activate the B2B Multiplier, here's a framework for putting it into practice:

- Focus on the elements in brand and demand marketing that connect creatively and multiply effectiveness.
- Earn your brand a permanent place in your category conversation through always-on marketing that leverages a range of formats to address different buyer moments and mindsets.
- Measure what matters to optimize around the activity that drives the most important outcomes.
- Optimize creative around both emotion and sustained attention, enabling deeper impacts that can play a role at all stages of the funnel.
- Activate network effects through value-adding content, employee advocacy and the right B2B creator partnerships

Our methodology for analyzing the B2B Multiplier

To understand how the B2B Multiplier operates, we analyzed the activity of more than 3,000 advertisers using LinkedIn for full-funnel marketing during 2024 and 2025. This generated data from more than 9 billion separate interactions. **We adopted a sophisticated, two-part modelling framework to identify both the direct and indirect, mediated effects of paid ads on leads and pipeline:**

#1

We first **established a Brand Score** as a single, objective measure of a member's brand connection. This score synthesizes survey responses like awareness and recall into a continuous Brand Ladder.

#2

We then used a **Causal Model (Structural Equation Modeling)** to prove that media exposure shifts a member's Brand Score, and that this score then drives lead submission. This enabled us to isolate and quantify the causal multiplier flowing through Brand.

#3

We supplemented this with a second model applied to the general population for **Confirming Magnitude through a Decision Tree.** This confirmed the strategic patterns, identified the highest-probability target audiences, and provided large, direct uplift figures for targeting prioritization.

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