Airbyte

Industry: SaaS

Market: NAMER & EMEA

Airbyte Doubled Pipeline in Six Months with a Full-Funnel ABM Strategy on LinkedIn

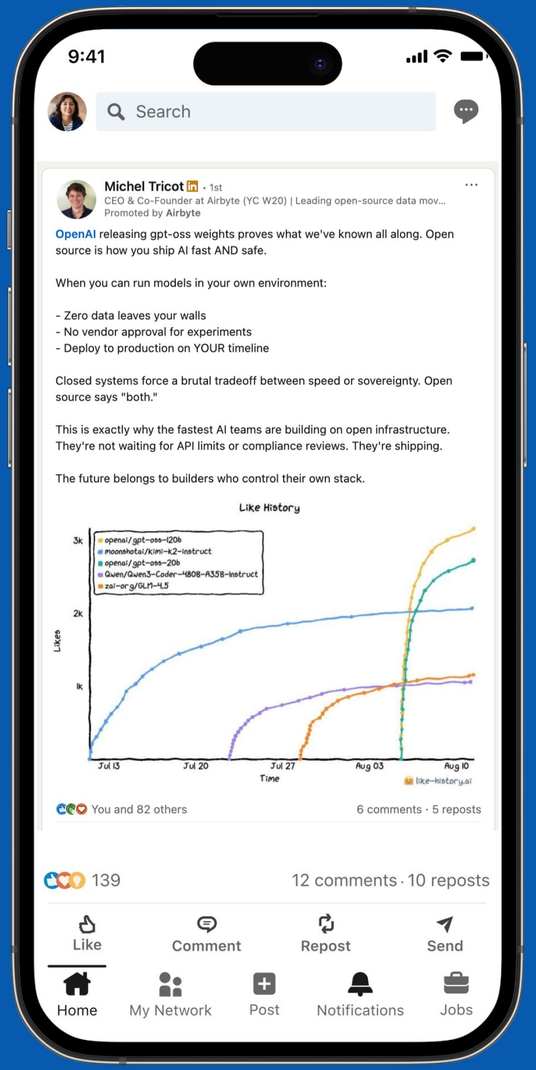
CHALLENGE

Airbyte, an open source data replication platform and context layer for AI agents, set out to scale its B2B demand generation and drive high-quality leads. Early investment in LinkedIn showed promise but the team faced a critical gap: they couldn't clearly determine which strategies, audiences, or formats were actually driving results.

Without clear measurement, it was impossible to know what was driving real pipeline, making it harder to double down on what worked.

SOLUTION

To close the measurement gap, Airbyte built a full-funnel ABM strategy on LinkedIn running Single Image, Video, Conversation, and Thought Leader Ads across both awareness and conversion objectives. Thought Leader Ads emerged as the standout: high engagement, low CPCs, and a proven ability to reach the right buyers early. The team doubled down, segmenting audiences by region, ICP, and funnel stage, and layering in retargeting to move prospects from interest to action. HockeyStack and LinkedIn's Revenue Attribution Report made the impact impossible to ignore.



RESULTS

By aligning strategy, measurement, and execution, Airbyte transformed LinkedIn into a high-performing, pipeline-driving channel.

2x increase in pipeline

192% decrease in CPC

> "LinkedIn thought leader ads let us show up as builders and once we could attribute pipeline back to specific audiences and formats, doubling down was obvious. LinkedIn went from a brand line item to one of our most efficient pipeline channels



Tanmay Sarkar
Senior Manager, Demand Generation