LinkedIn | Dreamdata

Industry: SaaS

Market: EMEA

Dreamdata Turned LinkedIn Live Events Into Business Outcomes, with LinkedIn Influencing 1 in 3 Won Deals

Dreamdata used LinkedIn Live to engage B2B marketers, amplify reach through industry voices, and prove measurable influence across the buyer journey

THE CHALLENGE

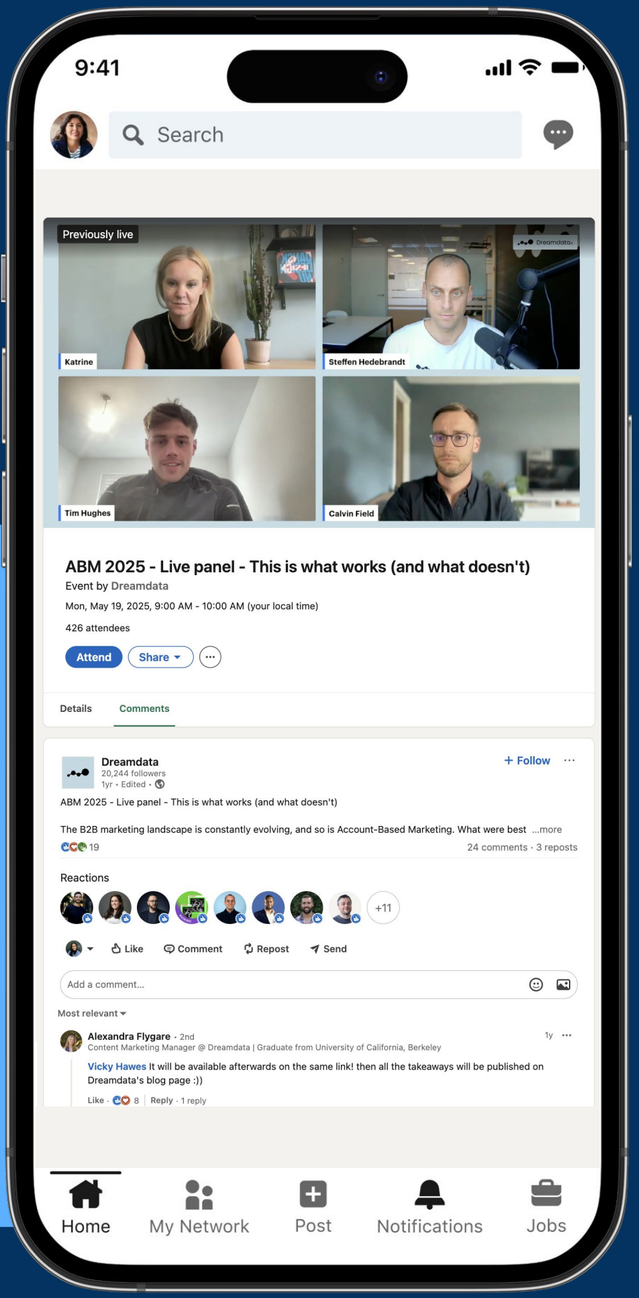
As an attribution platform, Dreamdata set out to break through the noise in B2B marketing and earn trust with a highly skeptical, sophisticated audience of marketing leaders. The brand needed to demonstrate expertise in a way that felt credible to both executives and practitioners.

At the same time, Dreamdata faced a common challenge: proving that live video could drive meaningful business impact, not just top-of-funnel engagement. They set an ambitious goal of establishing Dreamdata as a category authority while building a repeatable content engine that could generate measurable pipeline and revenue impact.

> "B2B marketers get a lot of surface level content that doesn't give them much knowledge about how to actually move the needle. With LinkedIn Live, we created a space for them to get that practitioner-grade knowledge that you'd normally only get from a peer you're lucky to know, with guests like April Dunford, Rory Sutherland, and Mark Ritson. That has put Dreamdata on the radar for marketers who weren't looking for us yet."



Steffen Hedebrandt
Co-founder & CMO, Dreamdata



THE SOLUTION

Dreamdata created a scalable content and engagement strategy using LinkedIn Live, LinkedIn ads, and organic distribution to build a high-performing events program on LinkedIn.

They launched a weekly LinkedIn Live webinar series on their Company Page produced around deep-dive conversations with leading practitioners in B2B marketing, demand gen, and revenue operations with strong alignment to their ICP.

Every session fed a structured content flywheel:

- Pre-show teaser posts and guest announcements to build registrations
- LinkedIn Live streaming with a focus on driving real-time engagement
- Post-show video snippets used both organically and in Thought Leader Ads
- A long-form blog post
- A newsletter issue
- Employee social posts
- An episode on their "Attributed" podcast

LINKEDIN'S EVENT SOLUTIONS ENABLED DREAMDATA TO:

- Establish category authority with high-value, practitioner-led content that builds trust with senior B2B marketers
- Build a repeatable demand engine that maximizes ROI by scaling each event into multiple content assets across LinkedIn and owned channels
- Prove the revenue impact of live video by directly attributing pipeline and closed-won deals to LinkedIn engagement

THE RESULTS

After Dreamdata traced deal influence back to specific LinkedIn Live touchpoints across the buyer journey using multi-touch attribution, they found 1 in 3 deals won in 2025 were influenced by their LinkedIn Live events.

Additionally, the content flywheel multiplied the return on every session. Each live broadcast produced video snippets for social, a blog post, a newsletter, employee posts, and a podcast episode.

1 in 3 deals
won in 2025 were influenced by LinkedIn Live

€15,000+
in revenue influenced by LinkedIn for the top performing Linkedin Live

18%
difference between average vs. median attendance across events, showing consistent viewership

Ready to unlock more value from your events on LinkedIn?

Reach out to your account team or learn more on LinkedIn

Dreamdata | LinkedIn