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LinkedIn Ads

# Freshworks grew pipe-to-spend ratio 10x in a single quarter, from $0.10 to $1.00 in pipeline per dollar spent

**Campaign objectives:** Brand awareness, lead generation, retargeting, pipeline growth | **Industry:** SaaS | **Market:** Global (North America, EU-UKI, APAC)

## BACKGROUND

Freshworks builds service software for customer experience and IT teams, without the cost and complexity of legacy enterprise platforms.

To accelerate growth in the mid-market and commercial segment, they built a full-funnel LinkedIn strategy designed to reach entire buying groups across both their Freshdesk and Freshservice product lines.

## RESULTS

**1:1**

LinkedIn-sourced pipeline contribution, up from 0.1x in FY2025

**11.3M**

CTV impressions building brand presence with senior buyers

**44%**

Growth in remarketing audience pool, making lower-funnel spend more efficient

**31%**

Reduction in cost per lead, driven by brand-to-demand strategy

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OBJECTIVE

Drive high-quality pipeline from mid-market and commercial buying groups across Freshdesk and Freshservice, and shift channel investment from lead volume to in-ICP opportunity creation.

SOLUTION

AWARENESS → CONVERSION

### Connected TV Ads

Freshworks ran their first-ever CTV flight in North America to build brand presence with senior buyers across their commercial, field, and SMB audiences. The non-skippable format delivered 11.3 million impressions at a 99% video completion rate, establishing the awareness base that all lower-funnel activity ran against.

### Video & Single Image Ads

Video Ads and Single Image Ads carried Freshworks' brand and category messaging through the top and middle of the funnel, driving awareness and consideration among CX and IT decision-makers. Together they fed the remarketing pool that made bottom-funnel conversion more efficient.

### Document Ads

Mid-funnel category assets, including benchmark reports, were distributed via Document Ads to move in-segment buyers from awareness to active consideration. This format gave Freshworks a way to deliver substantive content to buying groups without pulling them off LinkedIn.

### Lead Gen Forms

Lead Gen Forms were reserved specifically for bottom-funnel conversion, deployed only at the moment Freshworks wanted to capture intent rather than spread across the full funnel. This deliberate restraint kept form volume meaningful and in-ICP.

### InMail & Conversation Ads

Sponsored Messaging handled direct, personalized outreach to high-priority accounts at the bottom of the funnel, working in tandem with Lead Gen Forms to drive demo requests and sign-ups across both product lines.

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**Why LinkedIn:**

"LinkedIn is the one channel where we can target by role, seniority, company size, and industry precisely enough to reach a whole buying group rather than a single searcher."



**Soumitra Datar**
Senior Manager, CX Growth and Performance Marketing, Freshworks

**Full Funnel Strategy:**

"Full-funnel isn't a bigger budget, it's a smarter one. We stopped chasing every lead and started building presence with the accounts that actually fit our ICP — and pipeline followed."



**Omkar Joshi**
Director, Revenue Growth, Freshworks

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**On the importance of Brand to Demand:**

"The mistake most B2B marketers make is treating brand and demand as sequential — first you build awareness, then you switch to conversion. We built them to run concurrently, feeding each other, and that's what let us compress the timeline from first impression to pipeline."



**Omkar Joshi**
Director, Revenue Growth, Freshworks

**Advice for B2B marketers:**

"Fix attribution before you scale spend. Targeting and creative get you in front of the right buyers, but you will not win the budget argument until you can connect the channel to pipeline and bookings in a way leadership trusts."



**Soumitra Datar**
Senior Manager, CX Growth and Performance Marketing, Freshworks

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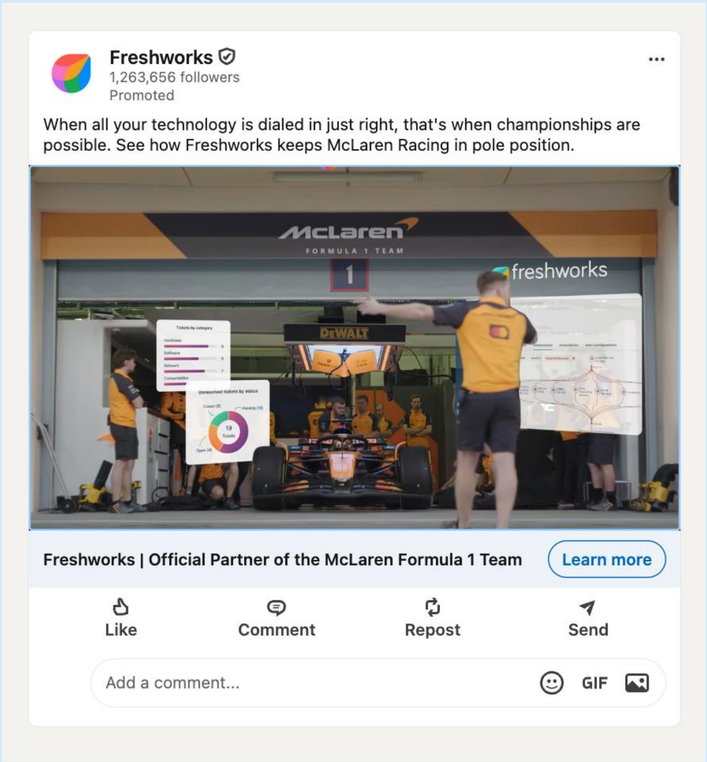
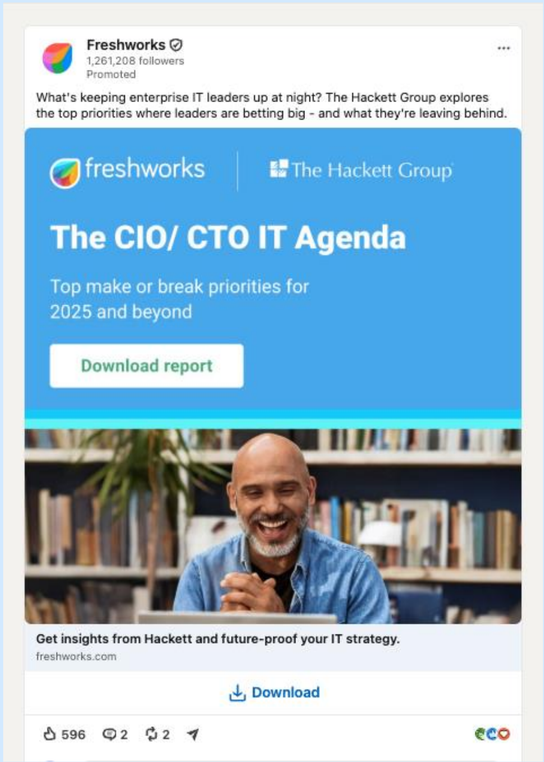
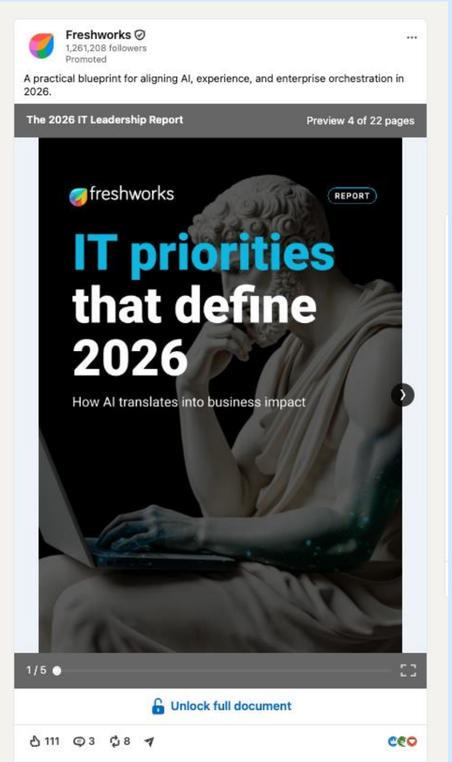
# Campaign creative examples




TV Video Ad




Single Image Ad




Document Ad

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# LinkedIn Strategy

Used in campaign

Not used in campaign

## OBJECTIVE

### Awareness

- Brand Awareness

### Consideration

- Website Visits
- Engagement
- Video Views

### Awareness

- Lead Generation
- Web Conversions

## FORMAT

- Sponsored Content
  Single Image & Carousel
- Video Ads
- Document Ads
- Thought Leader Ads
- Event Ads
- Lead Gen Forms
- Sponsored Messaging
- First Impression Ads
  (Alpha)
- CTV Ads
- Other
  InMail and Conversational

## PLACEMENT

- LinkedIn Feed
- Right Rail
- Messaging
- LinkedIn Audience Network
- CTV

## TARGETING

- Member Level Attribute Targeting
- Company Level Attribute Targeting
- Matched Audiences
- Predictive Audiences
- Buyer Groups
- Auto Targeting
- Audience Expansion

## OPTIMIZATION TOOLS

- Accelerate
- Creative Optimization
  Dynamic Creative optimization, Gen AI Creative & Ad Templates
- Conversion Value Optimization (beta)
- Qualified Leads Optimization
- Cost Cap Bidding
- Maximum Delivery Bidding
- Dynamic Group Budget

## MEASUREMENT

- Companies Hub
- Measurement Insights
- Audience Insights
- Conversion Tracking
- Revenue Attribution Report
- Brand Lift Tests
- Conversion Lift Tests
- A/B Testing
- Matched Market Test

**Data Connections** – CAPI, Insight Tag, CRM Sync