

LinkedIn B2B Attribution and Analytics

Getting Started Guide

LinkedIn

DemandSense

Why B2B Attribution and Analytics matters





Most attribution models only track contact-level engagement events, focusing on last or later-touch interactions, missing early engagement from the full funnel buying group.

This creates three key problems:

1

Excludes the full buying group: Contact levels models only let you track 1 individual, when we know the buying group consists of many

2

Incomplete signal: Due to recent shifts in the privacy landscape, user-level signal is sparse and incomplete. This means contact-based attribution models form an incomplete picture of the buyer journey, including misattributing credit to events that may not have been the most impactful.

3

Disconnect between audiences and reporting: Contact level models don't account for the way that B2B marketers buy, which is generally via an audience comprised of companies

B2B Attribution & Analytics provides company-level engagement data from LinkedIn, which can be used to enhance attribution models and improve cross-channel reporting.

B2B Attribution & Analytics empowers B2B marketers to:

- Deliver account-level engagement data, even when users remain anonymous
- View engagement scores, paid impressions, organic interactions, and more
- Understand the full buying journey and optimize media spend to move buyers down the funnel more effectively
- Optimize existing audiences toward those most likely to convert
- Generate new audiences based on those driving high engagement with your brand that you haven't focused the bulk of your marketing efforts (or any) on yet



Smarter Attribution

B2B Attribution & Analytics improves the accuracy of your attribution models by shifting from user-level data to company-level insights. This allows you to better measure your marketing efforts across channels.

Better Visibility Into the Buyer Journey

Gain a complete view of how companies engage with your brand, including both paid and organic touchpoints.

Informed Decision Making

With better attribution and visibility, you can optimize your marketing spend and improve ROI by making more data-driven decisions

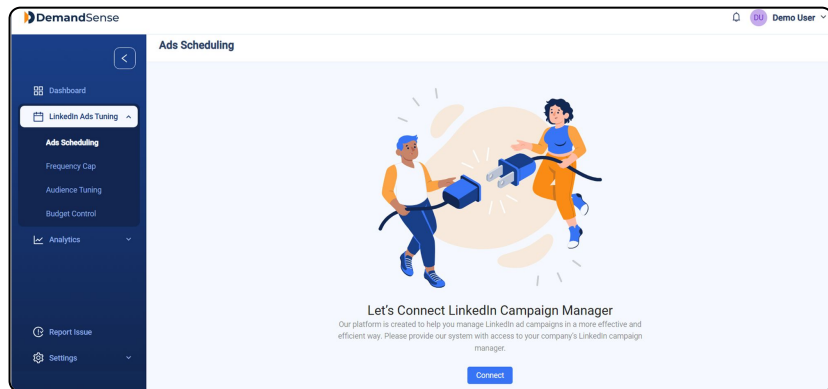


Where to find the data

Step 1

Connect your LinkedIn Ads account to DemandSense

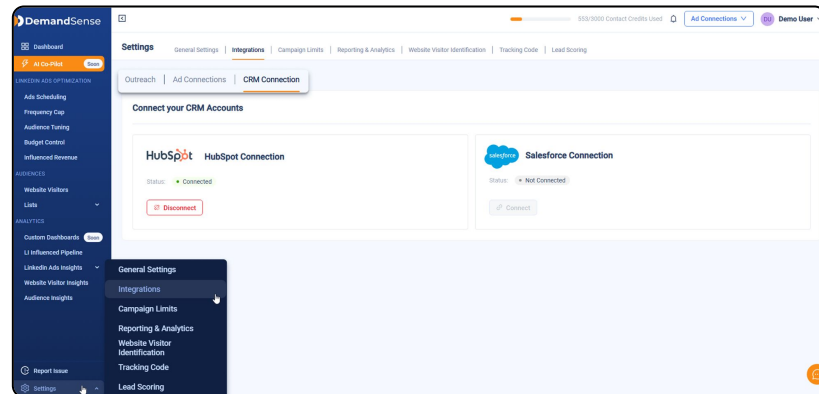
Open any tool in the **LinkedIn Ads Optimization** module and click **Connect**. Sign in with the LinkedIn account that has access to your Ads account, then choose the ad account you want to link. DemandSense immediately begins pulling company-level impressions and engagements, showing which companies your ads actually reached.



Step 2

Connect your CRM

Click the gear icon in the bottom-left → **Settings** → **Integrations**. Under CRM Connections, click Connect next to HubSpot or Salesforce, and authorize access. DemandSense links your LinkedIn engagement data to the Companies and Deals in your CRM, tying every impression and engagement to pipeline and closed-won revenue. Initial sync can take a few hours.

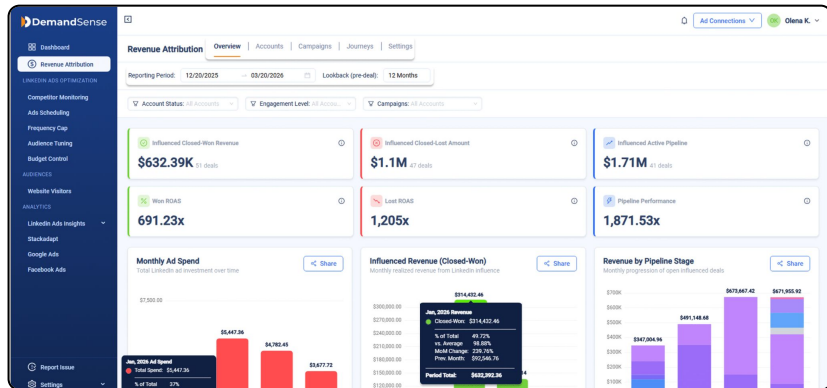


Where to find the data

Step 3

Find your data in Revenue Attribution

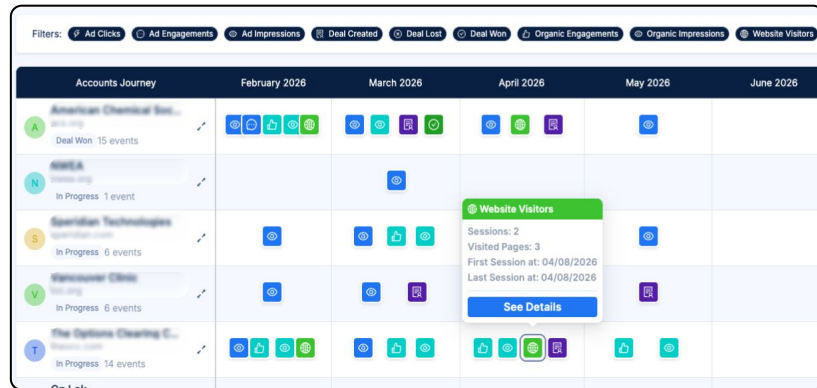
Click **Revenue Attribution** in the left nav. The **Overview** tab shows your headline KPIs — **Influenced Closed-Won Revenue, Influenced Pipeline, and Won ROAS**. Accounts breaks it down by company, showing spend, impressions, and engagements per account. This is where your company-level engagement data lives.



Step 4

Dig into campaigns, journeys, and attribution settings

Campaigns shows which campaigns actually drove pipeline and revenue, not just clicks, and **Journeys** maps each account's full timeline from first touch to close. Once you've got a few days of data, set your attribution model under Settings.



How to Interpret the data

Understanding Engagement Levels

Learn to identify how engaged a company is with your brand through impressions, clicks, and organic touchpoints.

Attribution Insights

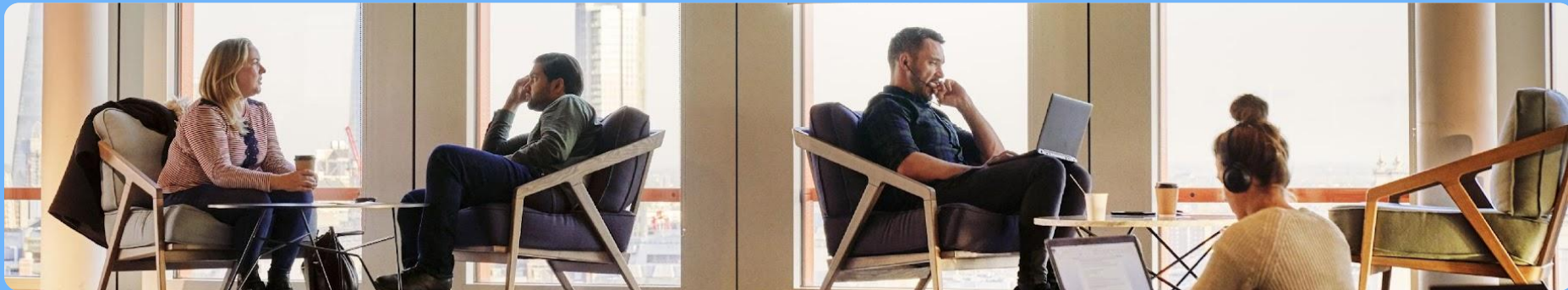
See which marketing tactics (paid vs. organic) are influencing companies and contributing to your goals (ex: lead generation, brand awareness).

Optimizing Campaigns

Use insights to optimize future campaigns, adjusting your strategies based on the performance of companies in your attribution model. For example, if a company has high engagement on organic content but low paid impressions, consider increasing paid media spend.



Best Practices



1

Regularly review data for trends in engagement and attribution.

2

Align marketing spend based on the performance of company-level metrics.

3

Adjust campaigns in real-time based on insights from B2B Attribution and Analytics

Thank you.

