

The New Rules (and Playbook) for B2B Marketing Measurement

From vanity to value.

When it comes to measurement, B2B marketers are embracing a mindset shift:

From justifying spend to demonstrating impact.

From reacting to anticipating.



The needed shift is not just philosophical, but practical — and urgent.

The next generation of marketing measurement won't just report on the past. It will guide the future!

The right tools are already here, so the next step is adapting the mindset.

“ You can talk about click-through rate and cost per impression all day long — but what matters to the business are the revenue metrics: how many customers we're winning and how many opportunities we're creating.”

Vivek Khandelwa
Senior Director,
Digital Marketing APAC

servicenow.

B2B Marketing Measurement: Key Insights

87%

struggle with long-term impact measurement.

Source: LinkedIn Internal Data, 2025



Average B2B sales cycle:

211 days

Source: Dreamdata Benchmarks Report, 2025



90% of execs see sales/ marketing misalignment.

Alignment drives results:

208%
more revenue
growth

27%
faster
expansion

36%
better
retention.

Source: Gartner Survey, 2024



78%

of B2B CMOs globally report that proving campaign ROI has become more important over the past 2 years.

Source: B2B ROI Impact Research, conducted by YouGov on behalf of LinkedIn. November-December 2024.



66%

of marketers face monthly spend justification.

Source: Dreamdata Benchmarks Report, 2025



Takeaway

Align sales and marketing on metrics that tie marketing to business outcomes.



4 Steps to Build a Better Measurement Strategy

STEP #1

Define: Build the foundation for effective and purposeful measurement

Instead of defaulting to vanity metrics like MQLs or CTR, teams should build measurement around:

- ✓ Revenue
- ✓ Customer lifetime value
- ✓ Qualified pipeline

Choosing appropriate attribution models and mapping out the measurement toolkit that will inform every future decision.

Collaborate to set SMART goals

S

M

A

R

T

Specific Measurable Achievable Relevant Time-bound

Toolkit Highlight:

LinkedIn Insight Tag + Conversion Tracking

A direct line between ad engagement and ROI

STEP #2

Capture: Turn customer behavior into measurable signals

Implement tools and integrations that empower you to collect meaningful data across every touchpoint — from impression to conversion and beyond.

Checklist

- ✓ Insert the LinkedIn Insight Tag for behavioral tracking
- ✓ Enable Website Actions
- ✓ Securely sending both online and offline conversions via the Conversions API (CAPI) through LinkedIn Marketing Partners for Signals
- ✓ CRM integration ensures that down-funnel activity like opportunity creation and closed-won deals are pulled into the picture

“What we really need is a tool that can provide a single, 360-degree view of the customer. To achieve that, you need to be able to connect your first-party data with behavioral and offline data in order to create a better customer experience and more effective acquisition”

Sveta Freidman
Global GM of Data & Analytics



STEP #3

Activate: Use data to deliver value in real time

Use measurement insights to refine targeting and improve efficiency.

Tools to use:

MATCHED AUDIENCES

PREDICTIVE AUDIENCES

These enable precise outreach based on real engagement data and behavioral trends.

Optimization tactics such as **Conversion Value Optimization** and **Qualified Leads Optimization** ensure you're not just driving results, but the right results.

“With today's marketing technology ... we can leverage AI models to predict which leads our sales team has the best chance of converting, and identify the leads they should be contacting.”

Guillermo Novillo
Director of Integrated Marketing



STEP #4

Evaluate & maximize: Prove what works, scale what matters

Analyze performance across all funnel stages, from initial engagement to bottom-line revenue.

Goal

- ✓ Connect marketing efforts directly to business outcomes using tools like LinkedIn's Revenue Attribution Report, Companies Hub, and Lift Testing.
- ✓ Validating strategies, identifying inefficiencies, and uncovering opportunities to scale what truly works enable marketers to demonstrate the impact of their programs to stakeholders across the organization.



The sophisticated approach is to look at measurement as a coverage model rather than a calendar. You want to make sure that you're not just generating pipeline and opportunities but you have a really healthy funnel."

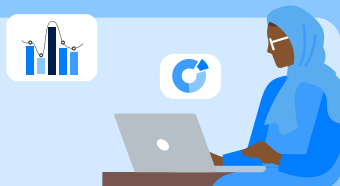
Alex Venus

Performance Marketing Senior Lead

Personio

Result

An evidence-based blueprint for future growth.



Looking ahead, the measurement frontier is filled with potential, and pressing urgency.

92%



of B2B marketers believe AI will positively impact measurement in the next five years.

48%



are already using AI to reach the right audiences today.

64%



of marketing leaders say their organizations don't trust current measurement for decision-making.

How B2B Marketers Expect AI to Transform Marketing by 2030

53%



Measuring Ad Effectiveness

52%



Content Creation and Personalization

50%



Predictive Analytics

Source: LinkedIn B2B ROI Impact Research, 2025

Ready to take your B2B marketing measurement to the next level?

Read the [full blog post](#) to discover smarter strategies and tools.

