

How IFS Transformed LinkedIn from a Lower-Funnel Channel into an Impact Driver



Industry: Software Development

No. of Employees: 5000+ HQ: Linköping, Sweden

Using LinkedIn's full-funnel solutions, IFS connected brand engagement with measurable business impact – driving 21% decrease in CPL and 30% increase in campaign engagement rates.

THE CHALLENGE

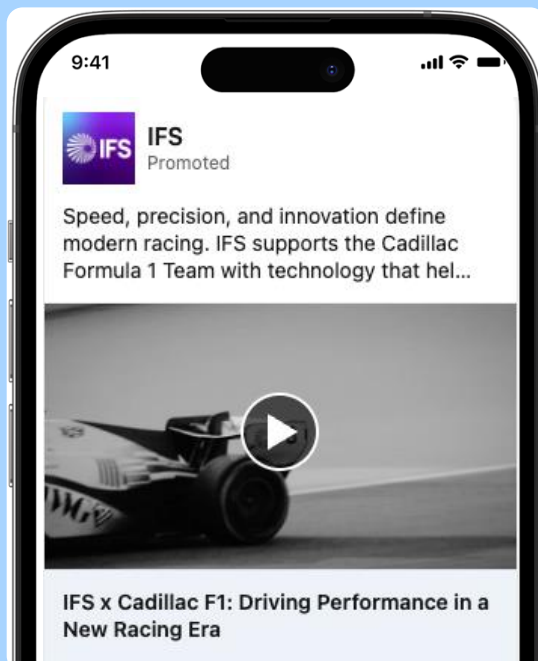
THE SOLUTION

THE RESULTS

IFS is the world's leading provider of Industrial AI software, servicing customers in over 90 countries. Since 2024, IFS has invested deliberately and significantly in brand, most recently through high-profile sponsorships with Cadillac F1 and Chelsea FC.

The strategy has always been clear: put the IFS brand in front of the decision-makers who matter. The harder question was how to do that in a way that drove measurable impact. **Top-of-funnel awareness mattered, but bottom-of-funnel conversion was the real measure of success.**

IFS needed to be intentional with minimal experimentation, and making every euro of budget and every hour of a lean team count. That meant scaling demand while proving, with data, that brand and performance could work together — and closing a measurement gap that had previously made it difficult to optimise in flight or demonstrate marketing's impact on the business.



THE CHALLENGE

THE SOLUTION

THE RESULTS

IFS partnered closely with LinkedIn through a joint business alignment to reset both strategy and measurement. Using LinkedIn insights, the marketers identified a clear opportunity to activate existing sports sponsorships, aligning premium **Video Ads** and **Event Ads** with the interests of senior buyers. To close the measurement gap, IFS implemented LinkedIn's **Conversions API (CAPI)** to enable real-time visibility into conversion attribution and performance, and **CRM Sync** to power LinkedIn's **Revenue Attribution Report** to prove revenue impact of their spend.

THE CHALLENGE

THE SOLUTION

THE RESULTS

IFS didn't just improve performance, they transformed how LinkedIn contributed to growth.

By aligning senior stakeholders, activating premium brand moments on LinkedIn, and fixing measurement at the foundation, the IFS marketing team demonstrated that brand investment can directly support pipeline and revenue.

LinkedIn became a channel not just for demand capture, but for influencing decision-makers, optimizing with confidence, and proving marketing's role in driving enterprise growth.

The results speak for themselves:

10x+

Improvement in conversion attribution after CAPI implementation

21%

Decrease in Cost Per lead (CPL)

30%

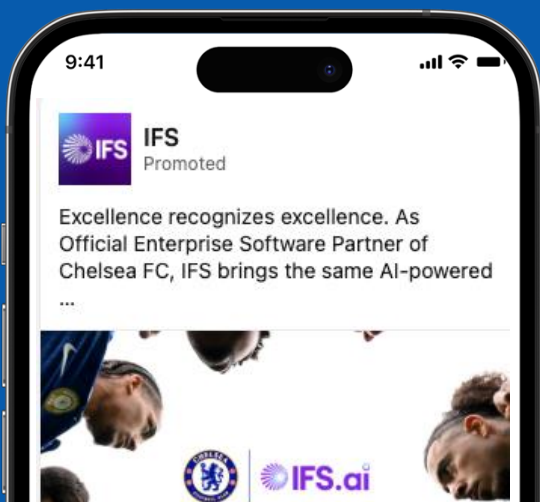
Increase in campaign engagement rate

"For IFS, the shift was not just about doing more on LinkedIn, it was about doing it with more discipline.

With CAPI, stronger measurement and a more connected operating model, we can see more clearly what is working, what is influencing pipeline and where to scale next."



Preeti Saini
SVP Global Marketing, IFS



How IFS delivered impact with LinkedIn:

- ✓ Leveraged Video Ads and Event Ads to reach senior buyers
- ✓ Used Conversions API to optimize and measure for the attributed conversions they cared about
- ✓ Used CRM Sync and Revenue Attribution Report to tie their investment to revenue impact

Ready to unlock more value from LinkedIn Ads?

Reach out to your account team or get started in [Campaign Manager](#) today.