

B2B Attribution & Analytics

Smarter attribution starts with smarter B2B data with LinkedIn Company Intelligence API

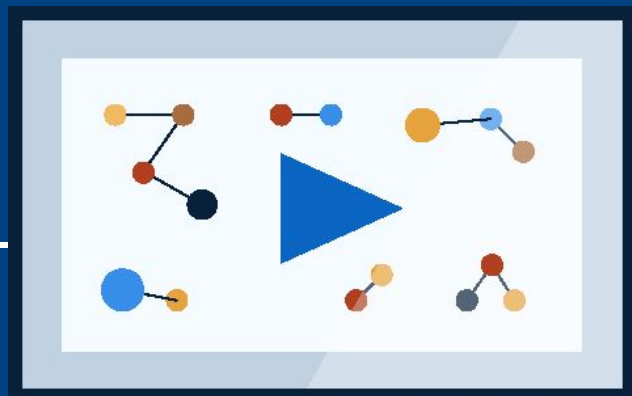
The challenge

Long B2B sales cycles generate anonymous touchpoints that create early funnel blind spots, resulting in misattributed marketing performance across tactics.

The solution: B2B Attribution & Analytics

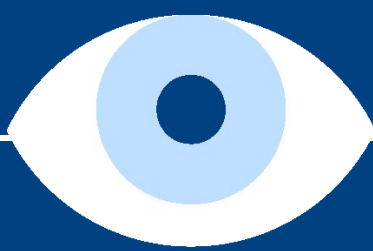
Get complete buying journey visibility with company-level LinkedIn engagement data. Our B2B Attribution & Analytics partners help you make smarter cross-channel investments through seamless integration.

Key Benefits



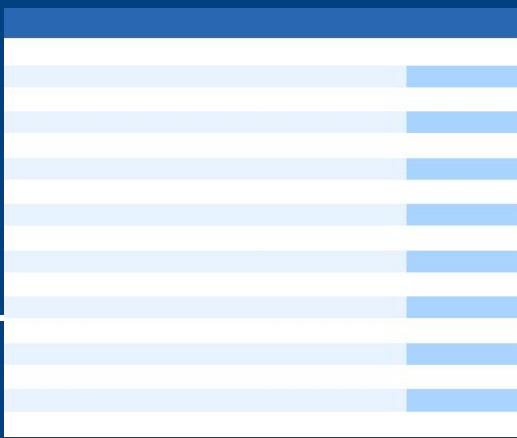
Increase attribution accuracy

Shift from measuring isolated user touchpoints to broader company buying patterns - across channels and campaigns - with robust company engagement data points.



Improve buyer journey visibility

Measure how your marketing efforts work together to nurture target accounts through the funnel



Smarter budget allocation

Understand where your spend is most effective so you can allocate media dollars with confidence.

Getting started: Upgrade the quality of your reporting without changing how you work. *DemandSense* seamlessly integrates with LinkedIn's Company Intelligence API to provide account-level performance data, ensuring your measurement model reflects real engagement signals that are often challenging to capture.

What you'll unlock with B2B Attribution & Analytics

Get better visibility of how companies are engaging with your brand on LinkedIn across paid and organic touchpoints.

Companies reached and engaged

Improve attribution accuracy, by identifying which companies, not just individuals, are engaging with LinkedIn Ads.

LinkedIn ads impact on lead funnel

Quantify LinkedIn's impact generating leads with visibility across every stage of your lead funnel.

LinkedIn impact on pipeline and revenue

Better understand LinkedIn marketing's impact on pipeline and revenue compared to other channels