Easygenerator Grows quality leads by 30% and Cuts Cost by 5.3% with LinkedIn

By sequencing Video Ads, Thought Leader Ads, and Carousel Ads to build trust before asking B2B buyers to convert, Easygenerator turned LinkedIn into its highest-converting acquisition channel, growing pipeline even as cost per lead declined.

THE CHALLENGE

Easygenerator is an AI-powered e-learning suite that helps organizations create company-tailored training at scale. As the team looked to scale customer acquisition in a crowded B2B SaaS market, they needed to do it without sacrificing lead quality. Direct-response tactics aimed at cold audiences were producing inconsistent results, prospects weren't ready to convert before they understood the value of the product, leaving the team to choose between scaling fast and scaling well.

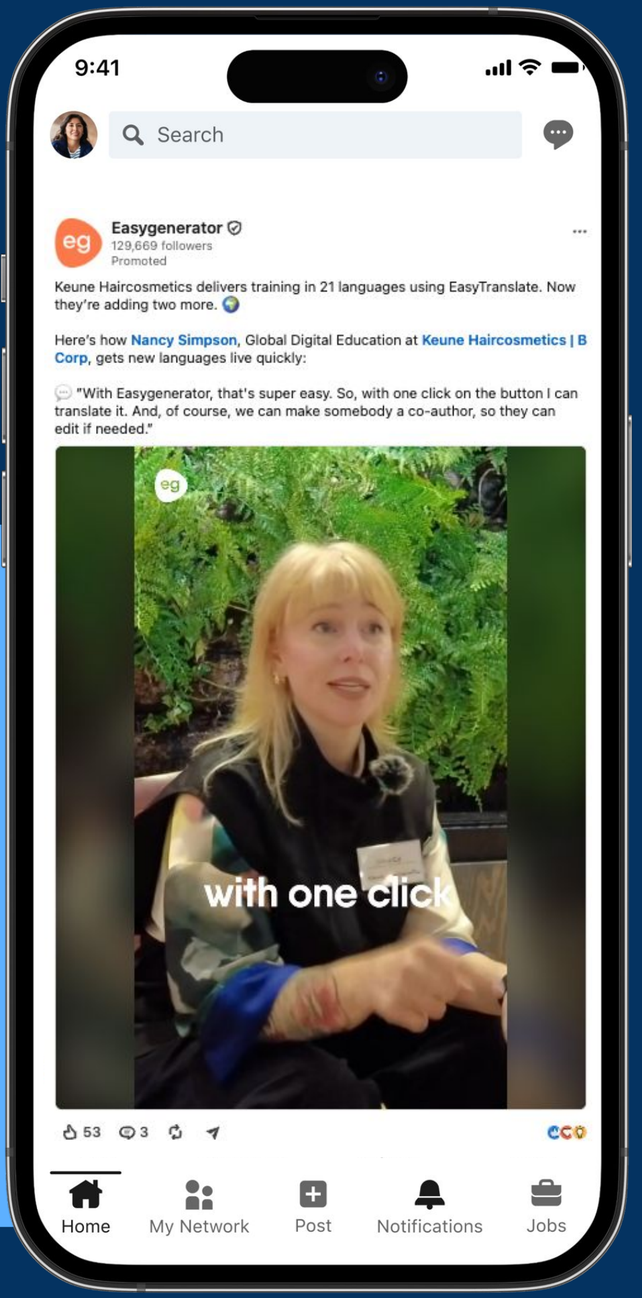
Easygenerator needed a more sophisticated approach, one capable of educating prospects, establishing trust,

and converting demand with greater efficiency.

> B2B has never been noisier, and most channels force you into a single way of working. LinkedIn is the rare one that gives us both the targeting precision to reach exactly who we need and the flexibility to run whatever strategy the moment calls for. A lot of that comes down to the partnership — Izu, our account manager, is always there to strategise with us and share what's working, and that guidance has been a real force multiplier for our growth.



Igor Rudi
Chief Growth Officer



THE SOLUTION

Easygenerator built a three-stage acquisition strategy on LinkedIn to move prospects from cold to converted. Video Ads introduced the brand at the awareness stage with value-led, easy-to-digest content; Thought Leader Ads nurtured warm audiences by building credibility through trusted, authentic voices; and Document Ads deepened engagement with new prospects, building an informed, warm audience for later nurturing.

By the time prospects reached the website, they arrived already educated and ready to engage.

Products Used:

- **Video Ads** conveyed the value proposition with clarity at the top of the funnel
- **Thought Leader Ads** built credibility through trusted, authentic voices
- **Document Ads** drive engagement with new prospects and warmed them up for later.

THE RESULTS

Easygenerator's investment in education-led targeting paid off across every stage of the funnel

+25.9% LinkedIn-Influenced SQLs

+3.3% Avg Deal Size

–5.3% Avg cost per SQL

Ready to unlock more value from LinkedIn Ads?

Reach out to your account team or connect your preferred data source in *Campaign Manager* today.